

Wellness Market Analysis in Belgium

An in-depth analysis of the wellness sector in Belgium based on comprehensive data from Belgian companies.



Overview of the Belgian Entrepreneurial Landscape

2 908K

Enterprises

Total number of companies registered in
our Belgian database

1 153k

With Juridical Form

Percentage of companies with a clearly
defined legal form

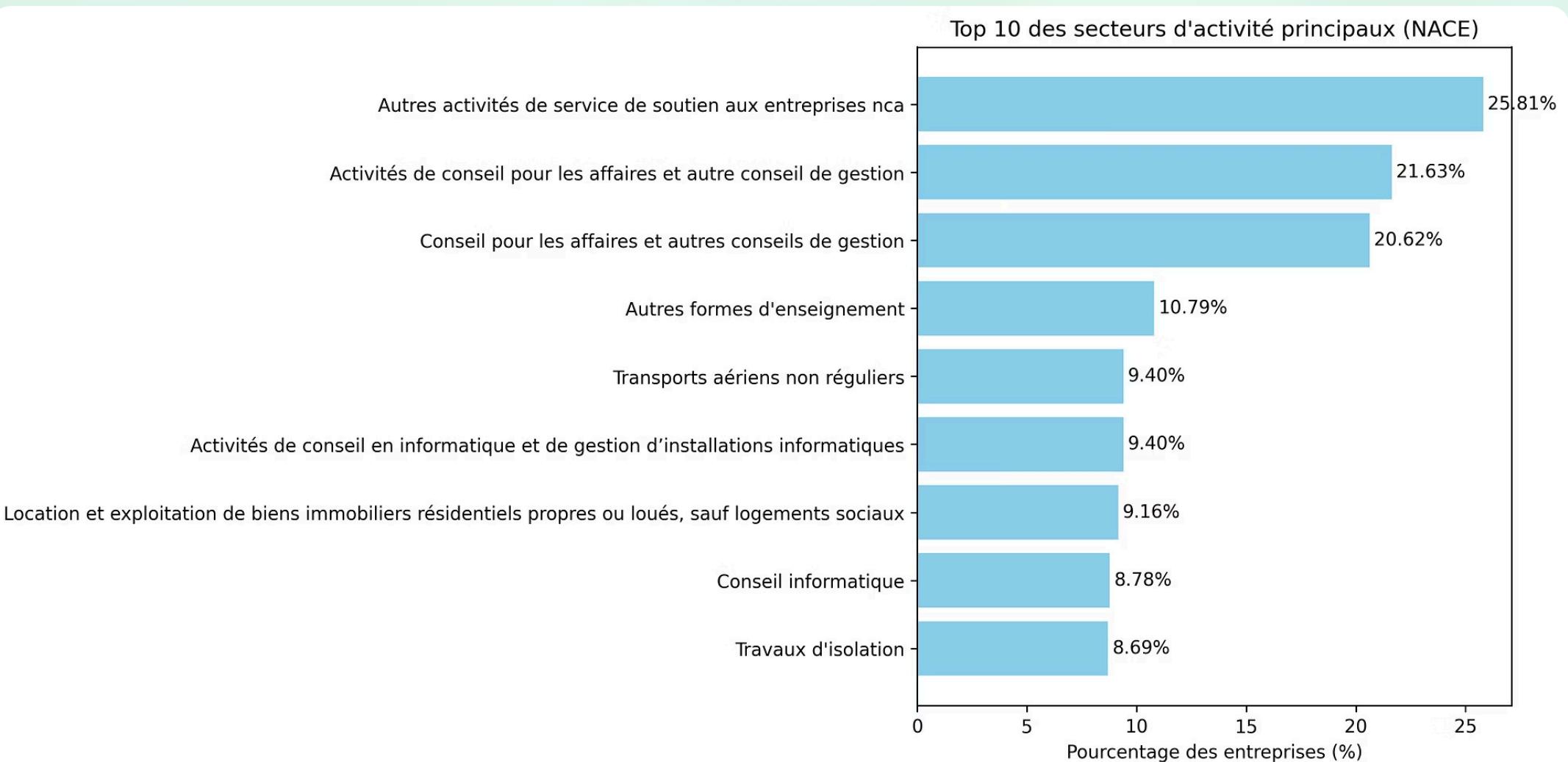
27

Juridical Forms

Different types of legal structures
identified in our dataset

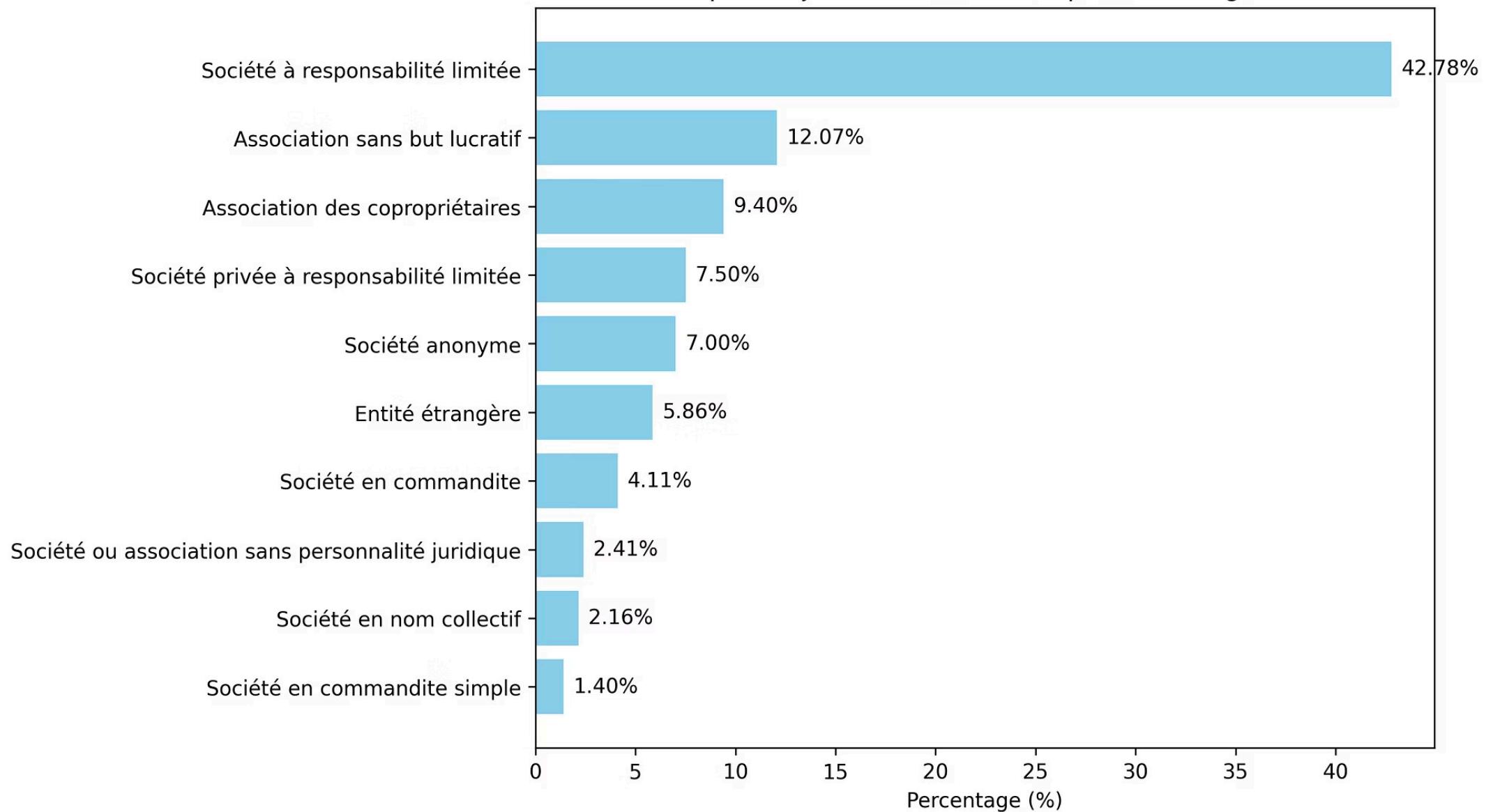
The diversity

of legal forms reflects a dynamic and varied entrepreneurial ecosystem.



Distribution per Juridical Form

Top 10 of juridical forms in companies in Belgium



Private Limited Companies (SRL) clearly dominate the Belgian entrepreneurial landscape, representing almost **43%** of formally established businesses.

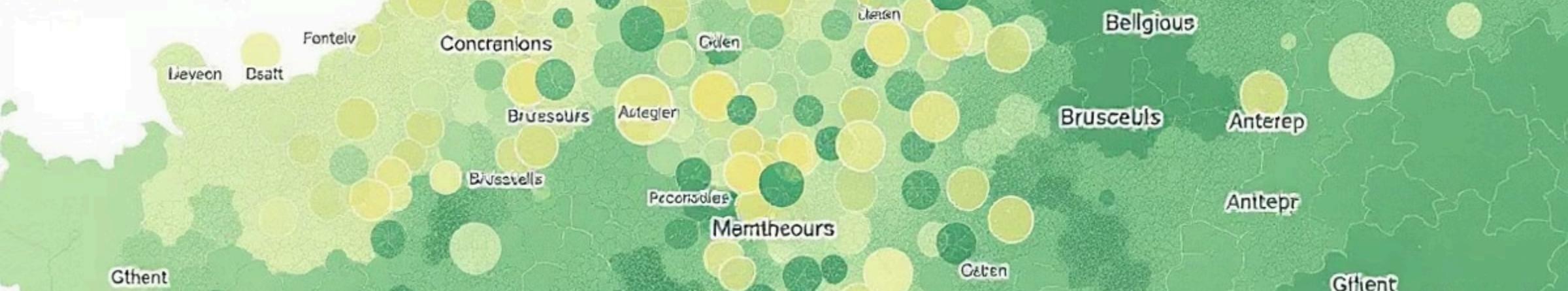
Focus on the SRL: A Preferred Business Structure

Key Characteristics of the SRL

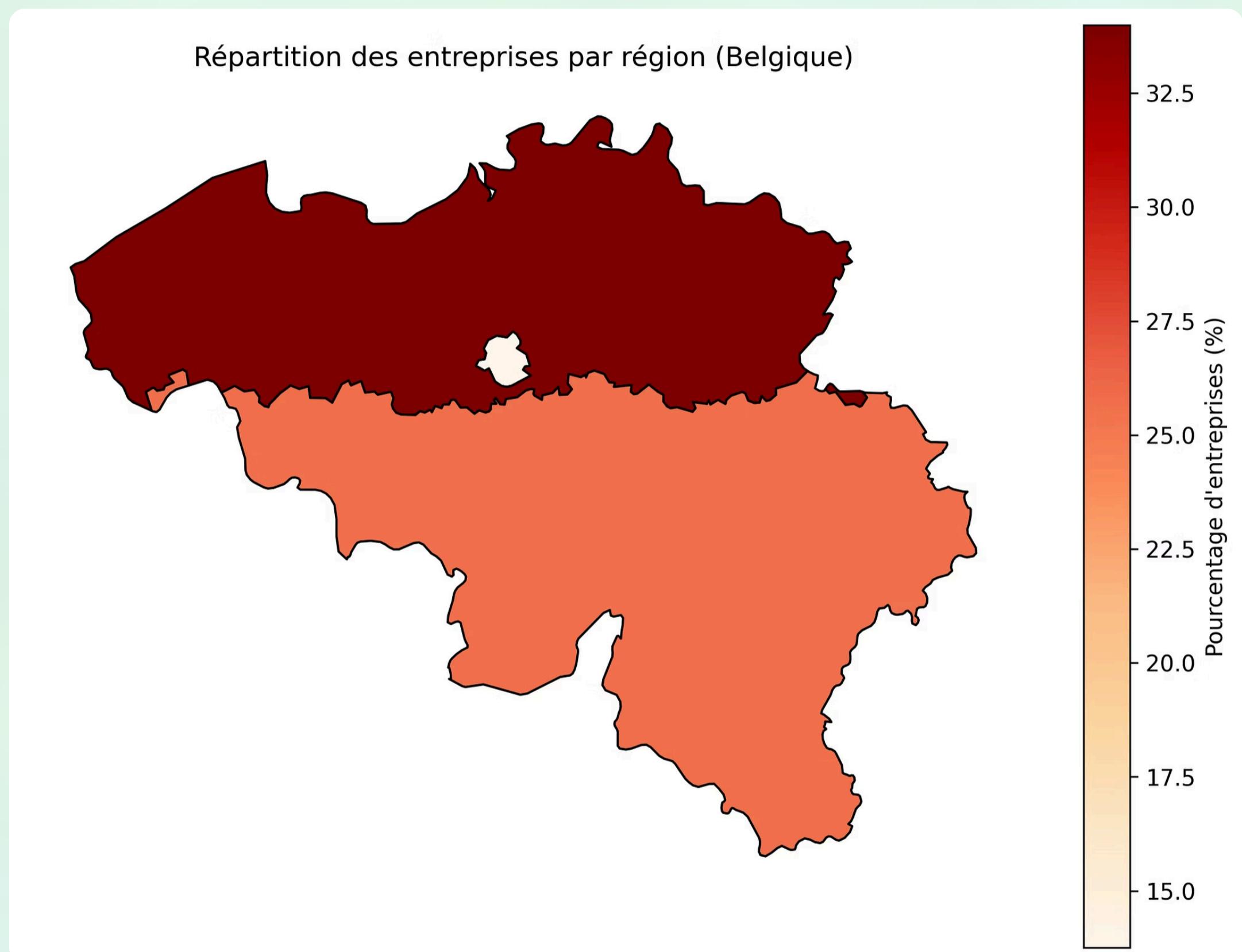
- Minimum required capital: symbolic €1 (since 2019)
- Liability limited to the invested capital
- Flexible management and decision-making
- Suitable structure for SMEs and startups
- Potential tax advantages

The SRL offers an optimal balance between personal protection and administrative simplicity for businesses in the wellness sector.





Geographical Distribution of Companies



Distribution Results

Flanders: 33.9%

Not in Belgium: 26.6%

Wallonia: 25.6%

Brussels: 13.7%

The Wellness Sector in Belgium

Répartition % des entreprises Wellness (NACE 9604003) par région



Distribution Results

Flanders: 35.23

Wallonia: 33.9%

Brussels: 6.1%

Conclusion: Optimal Expansion Strategies



Target Market

Target major cities with a moderate density of wellness businesses.



Recommended Structure

Favor the SRL for its flexibility and financial protection, making it ideal for a growing wellness business.



Opportunity Zones

Brussels offer the best balance between high purchasing power and moderate competition.



Differentiation Strategy

Stand out with a hybrid offer combining traditional wellness services and innovative preventive health technologies.

Thank you

https://github.com/CharlyHo/sql_kbo.git