

Belgium

Belgium: key data 2025

Population (m)	11.8		
TV households (m)	4.9		
Consumer spending on total video (€m)	700.0	Consumer spending on total video (€m) - Total Europe	35,795.1
Comparison with 2024	14.1%	Comparison with 2024	13.3%
Consumer spending on digital video and TV VoD (€m)	685.6	Consumer spending on digital video and TV VoD (€m) - Total Europe	35,075.6
Comparison with 2024	15.0%	Comparison with 2024	14.4%
Consumer spending on physical video software (€m)	14.3	Consumer spending on physical video software (€m) - Total Europe	719.5
Comparison with 2024	-16.8%	Comparison with 2024	-21.0%

Belgium key commentary

Market developments

In 2025, the total Belgian video market (digital and physical) grew by 14.1%, resulting in total consumer spending of EUR 700 million on all video content distributed through various online models and on physical carriers.

As expected, the market for physical discs experienced a decline of 16.8% in value compared to 2024, finishing the year with EUR 14.3 million worth of final total consumer spending on physical carries in Belgium in 2025.

Digital consumption (digital video transactions (sell-through and rental) and TV VOD) reached total consumer spending of EUR 685.6 million, showing growth of 15% compared with 2024. This development goes some way towards balancing the decline in the market performance of the physical formats.

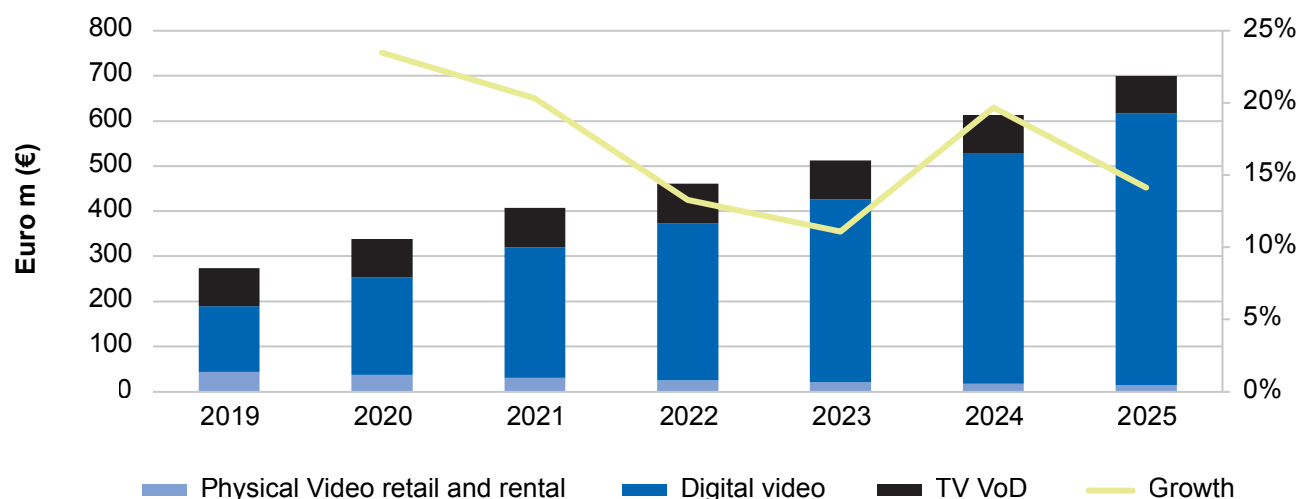
This commentary was provided by the International Video Federation.

Video market: Belgium

	2019	2020	2021	2022	2023	2024	2025	24/25
GENERAL								
Population (m)	11.5	11.5	11.6	11.6	11.7	11.7	11.8	0.2%
TV households (m)	4.7	4.7	4.7	4.8	4.9	4.9	4.9	0.7%
Population Total Europe (m)	638.1	638.8	638.7	640.6	642.5	642.2	640.9	-0.2%
TV households Total Europe (m)	258.5	259.6	259.4	260.4	262.9	264.1	264.5	0.2%
Broadband households (m)	3.6	3.8	3.9	3.9	4.0	4.0	4.1	1.2%
Nominal GDP (EUR m)	476.2	447.2	464.9	488.2	507.3	522.9	541.0	3.5%
Consumer price index (100 in 2010)	108.8	110.7	113.7	116.1	122.2	128.5	132.5	3.1%
DVD Video player/recorder penetration (%)	37.6	32.7	28.5	24.6	21.1	18.1	16.0	-11.3%
Blu-ray Disc player/recorder penetration (%)	25.1	23.7	22.2	20.8	19.6	18.8	18.1	-3.8%
DVD Video player/recorder Total Europe (%)	60.9	58.7	56.8	54.8	52.6	50.9	48.8	-4.1%
Blu-ray Disc player/recorders penetration Total Europe (%)	22.3	21.6	21.0	20.2	19.4	18.7	18.2	-3.1%
OTT Subscriptions (m)	1.8	2.6	3.0	3.3	3.7	4.1	4.5	7.8%

Consumer spending by segment

Video market: Belgium



Total video software market

	2019	2020	2021	2022	2023	2024	2025	24/25
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CONSUMER LEVEL ALL VIDEO

Total market figures include consumption of both physical and digital video

Total spending on video (EUR m)	274.1	338.5	407.2	461.3	512.5	613.3	700.0	14.1%
Growth (%)		23.5%	20.3%	13.3%	11.1%	19.7%	14.1%	
Total spending on video Total Europe (EUR m)	13,405.6	17,667.2	21,515.8	24,335.6	27,508.5	31,585.1	35,795.1	13.3%

CONSUMER LEVEL DIGITAL VIDEO (OTT) – TOTAL SPENDING

The purchase or rental of films and TV series delivered over the open internet. Digital retail numbers include purchase on content on pay TV set-top-boxes where applicable. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.

Retail digital video (EUR m)	4.7	5.2	4.9	5.1	5.2	5.3	5.4	1.6%
Rental digital video (EUR m)	6.2	9.7	12.4	8.1	8.5	9.0	9.3	3.5%
Subscription digital video (EUR m)	134.5	201.2	271.8	335.3	392.0	497.0	587.2	18.1%
Total digital video (EUR m)	145.4	216.1	289.0	348.5	405.7	511.3	601.9	17.7%
Total digital video Total Europe (EUR m)	10,076.6	14,819.3	19,145.8	22,142.9	25,526.7	29,730.0	34,129.7	14.8%

CONSUMER LEVEL PAY TV TRANSACTIONAL VOD – TOTAL SPENDING

The rental of film and TV content on a transactional (VoD, NVoD/PPV) basis via cable/satellite/IPTV services, only on set-top-boxes. This category specifically excludes sports, live events and adult content to ensure it is comparable to physical video data.

Pay TV TVOD (EUR m)	84.7	85.6	87.6	87.7	86.0	84.7	83.7	-1.2%
Pay TV TVOD Total Europe (EUR m)	997.4	1,064.8	1,006.2	1,026.7	963.9	944.5	945.9	0.1%

CONSUMER LEVEL PHYSICAL VIDEO – TOTAL SPENDING

Total market figures include consumption of legacy formats not broken out separately (eg, VHS, HD-DVD, UMD) where relevant.

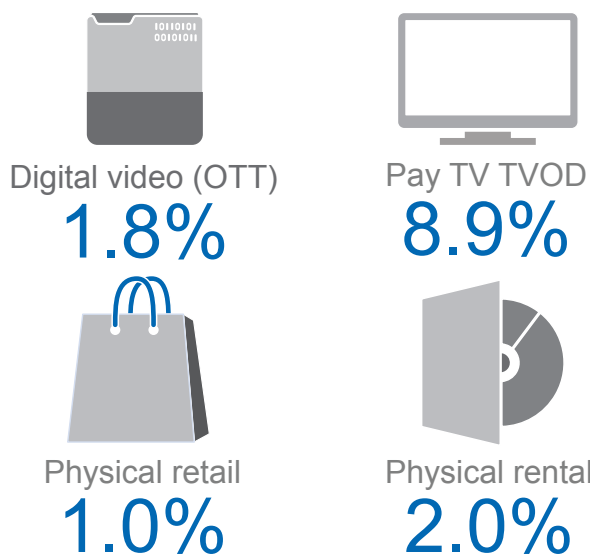
Physical video rental (EUR m)	1.0	0.7	0.5	0.3	0.2	0.2	0.1	-30.6%
Physical video rental Total Europe (EUR m)	109.5	66.9	43.3	30.1	21.8	16.2	11.6	-28.6%
Physical video retail (EUR m)	43.0	36.0	30.0	24.8	20.5	17.0	14.2	-16.6%
Physical video retail Total Europe (EUR m)	2,222.0	1,716.2	1,320.5	1,135.9	996.1	894.4	707.9	-20.8%
Physical video software (EUR m)	44.0	36.8	30.5	25.1	20.7	17.2	14.3	-16.8%
Physical video software Total Europe (EUR m)	2,331.5	1,783.1	1,363.8	1,166.0	1,017.9	910.6	719.5	-21.0%

Notes: 1) Consumer level digital video (OTT) and pay TV transactional VOD figures may differ from locally published figures due to the application of different definitions. 2) Historical numbers in this section may differ from those published in previous years owing to changes in Omdia methodology, updated data sources and other data restatements. 3) The current online figures are a snapshot of the market in June 2026. Figures are updated regularly and so it may not be possible to compare directly to figures published after this date. 4) Total Europe include Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, Croatia, Czech Republic, Hungary, Poland, Russia, and Slovakia. 5) OTT Subscriptions are subscriptions to online channels and virtual pay TV operators. Figures exclude multiscreen services of pay TV operators.

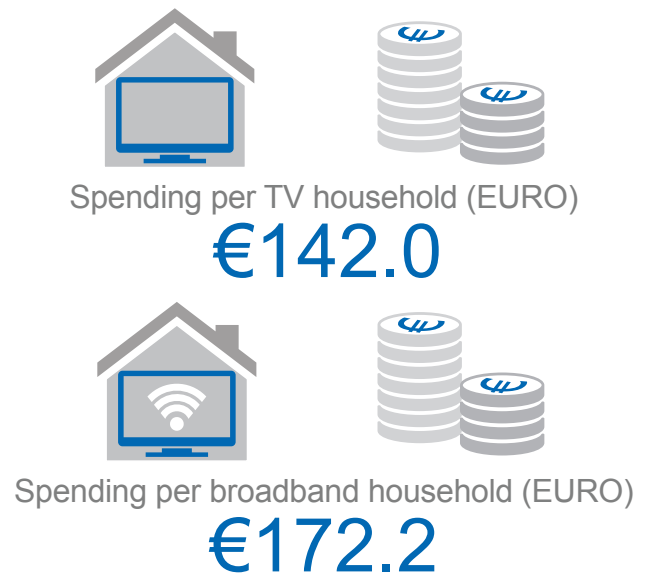
Key players in the market (in alphabetical order)

Physical	Digital
Bol.com	BETV / VOO
Carrefour	Google Play
Cora	iTunes
Fnac	Netflix
Mediamarkt	Proximus
Standaard Boekhandel	Telenet

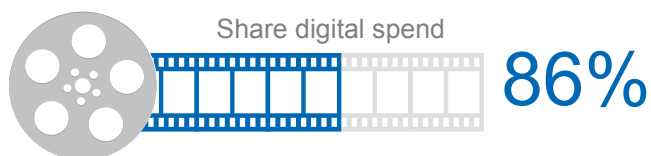
Share of European market 2025



Average home entertainment spending



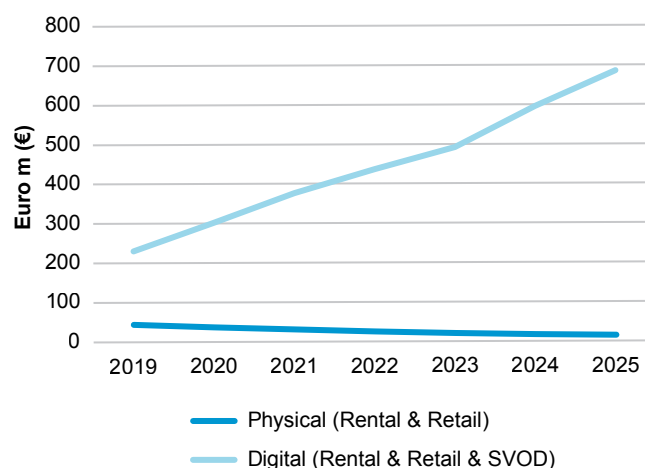
Digital share of spend vs. broadband speed



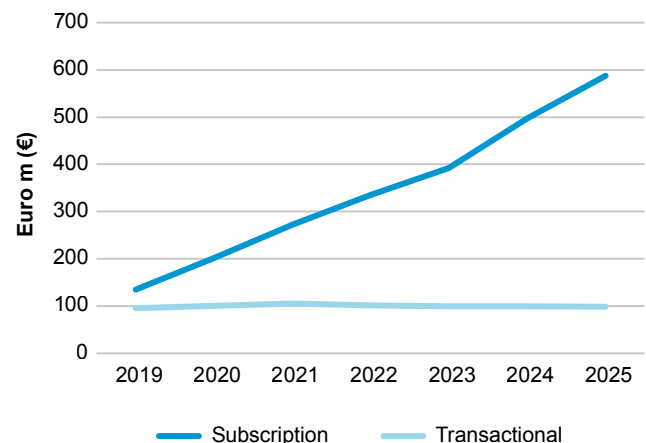
Broadband subscriptions speed rank
(ranked across the 9 IVF countries)*

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Comparison Physical vs Digital



Comparison Subscription vs Transactional



Note: Digital (Rental & Retail) includes SVOD data; Transactional excludes physical.

*Countries are ranked based on the proportion of broadband subscriptions receiving fixed data at speed over 30Mbps.