Observatoire de la Consommation Apaq-W

Définition des indicateurs

Taux de pénétration

Pourcentage de ménages ayant acheté au moins une fois le produit dans l'année ou dans la période concernée, exprimé en %

Dépenses totales

Dépenses totales dans l'année, exprimées en euro (€)

Dépenses par habitant

Valeur moyenne achetée par habitant dans l'année, exprimées en euro (€)

Volumes totaux achetés

Volumes totaux achetés dans l'année, exprimé en millions de kg, litres ou pièces

Volumes par habitant

Volume moyen acheté par habitant dans l'année, exprimée en kg, litre ou pièce

Fréquence d'achat

Nombre de venues moyen en magasin dans l'année

Répartition des dépenses par canal de vente

Répartition des dépenses totales selon l'ensemble des canaux de vente, exprimé en %

Source à mentionner : "Apaq-W - Observatoire de la consommation - Données Yougov"

La consommation de viandes en Wallonie en 2024

Observatoire de la Consommation Apaq-W

Taux de pénétration

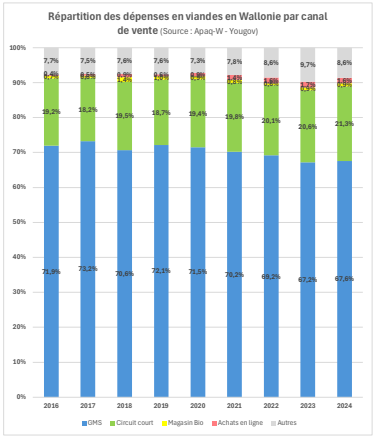
99,5%

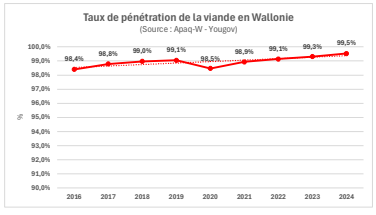
Total : **1,23 milliards d'€**

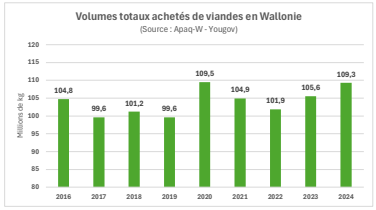
Habitant : **333,5 €**

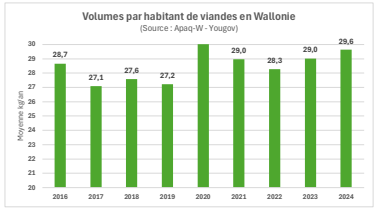
Total : **109,3 millions de kg**

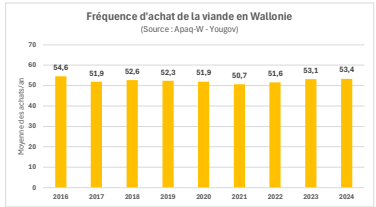
Habitant : **29,6 kg**

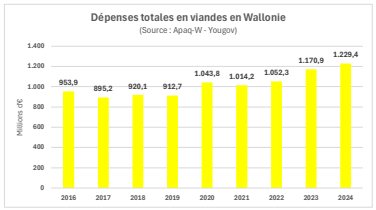


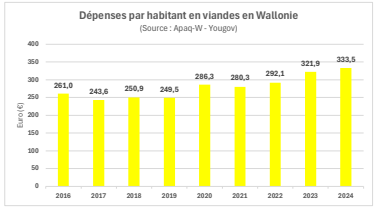


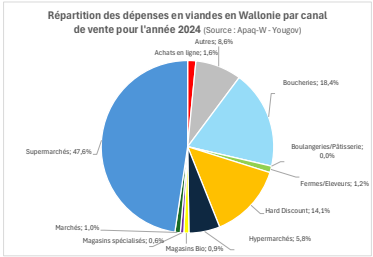


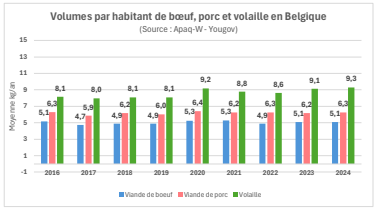


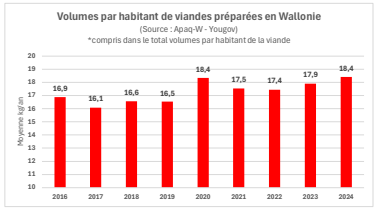












La consommation de viandes à Bruxelles en 2024

Taux de pénétration

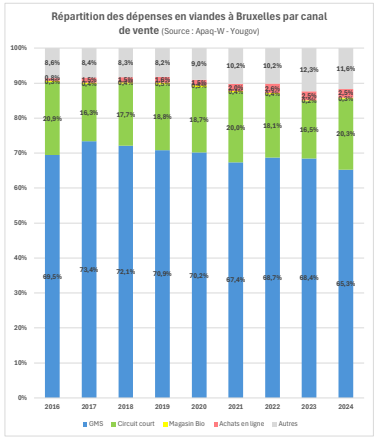
93,5%

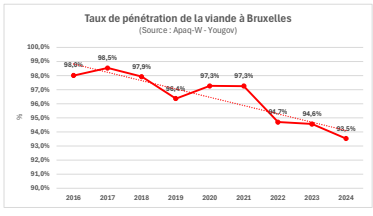
Total : **309,5 millions d'€**

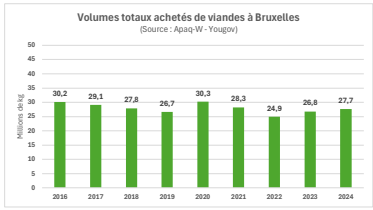
Habitant : **273,9 €**

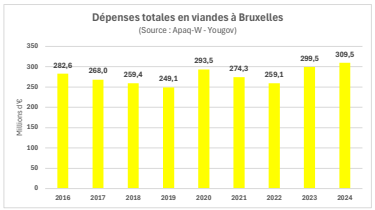
Total : **27,7 millions de kg**

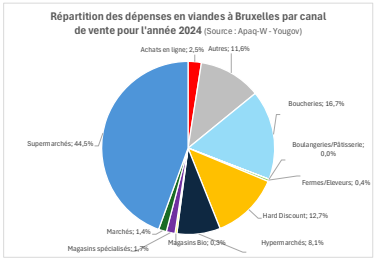
Habitant : **24,5 kg**

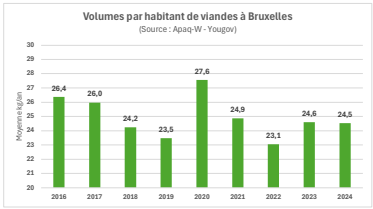


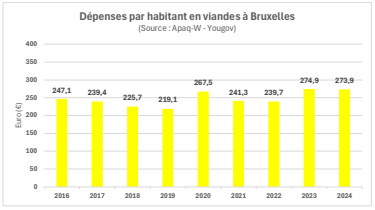


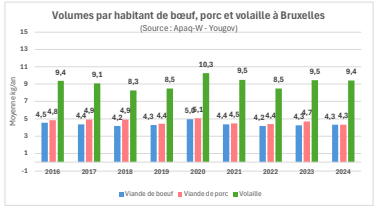


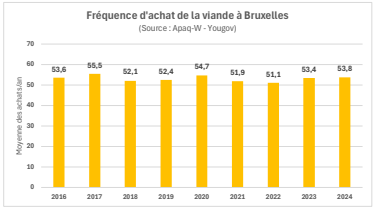


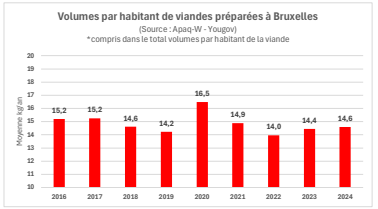












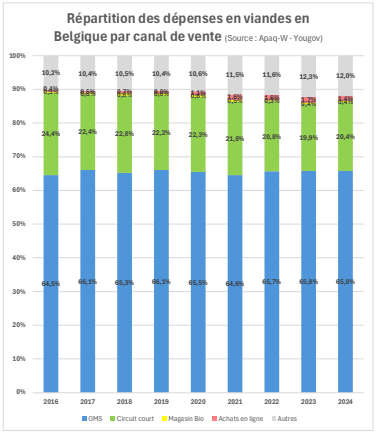
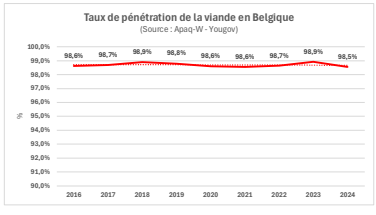
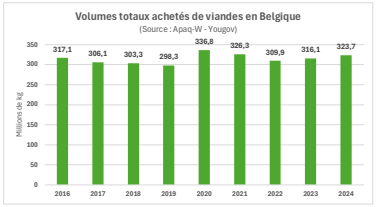
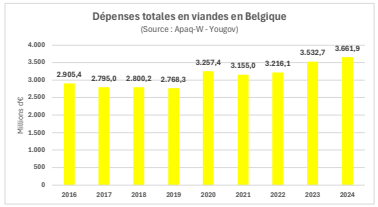
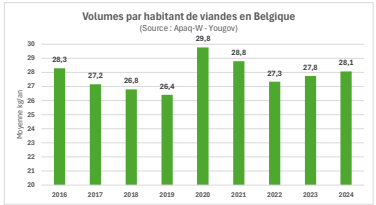
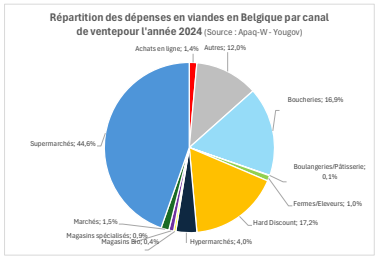
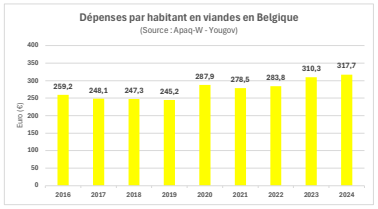
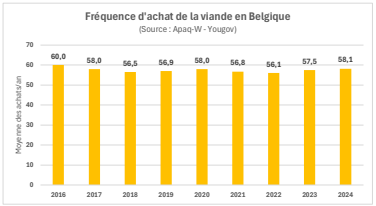
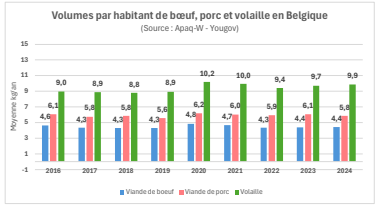
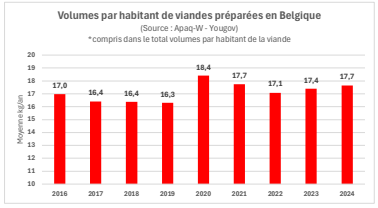
La consommation de viandes en Belgique en 2024

Taux de pénétration

99,5%

Total : **3,66 milliards d'€**

Habitant : **317,7 €**

Total : **323,7 millions de kg**

Habitant : **28,1 kg**