Overview brand discovery means

Q- How do you typically find out about new brands and products?

	All respondents	Language Flemish	Language French
Search engines	36.8%	36.4%	38.4%
Word-of-mouth recommendations from friend or family members	34.7%	40.4%	31.2%
Ads seen on TV	31.7%	41.5%	22.3%
Ads seen on social media	22.4%	24.2%	14.4%
Emails or letters / mailshots from companies	22.0%	26.6%	19.5%
Ads heard on the radio	21.3%	27.2%	13.1%
Online retail websites	21.2%	16.0%	25.8%
Brand / product websites	19.7%	16.1%	23.6%
Ads seen on websites	18.4%	20.9%	11.7%
Ads in-store (Product displays or samples, promotions in shopping centres, retailers etc)	18.3%	18.6%	20.4%
Product comparison websites	17.7%	14.8%	22.1%
Ads seen on mobile or tablet apps	16.5%	18.1%	10.3%
Ads in magazines or newspapers	16.0%	23.7%	12.7%
TV shows / films	15.6%	13.4%	16.2%
Consumer review sites	15.0%	13.4%	17.4%
Recommendations / comments on social media	14.5%	13.2%	11.6%
Ads on billboards or posters	13.4%	13.1%	12.6%
Product brochures / catalogues	13.3%	12.2%	20.0%
Artificial Intelligence (e.g. ChatGPT)	10.7%	6.4%	13.3%
Personalized purchase recommendations on websites	10.3%	10.3%	8.2%
Ads seen at the cinema	9.1%	8.0%	7.7%
Stories / articles on newspaper or magazine websites	9.1%	9.2%	9.5%
Ads seen on public transport	9.0%	9.7%	6.9%
Ads seen before videos / TV shows (eg. on streaming accounts/on smart TV)	8.6%	8.3%	6.6%
Endorsements by celebrities or an influencer	8.4%	8.3%	5.1%
Ads seen in video / mobile games	7.4%	6.5%	6.4%
Posts or reviews from expert bloggers	6.4%	4.7%	6.7%
Sponsorship of sporting teams/leagues or events	5.8%	6.1%	3.9%
Ads on music-streaming services	5.6%	4.4%	5.3%
Ads seen/heard in elevators	5.5%	5.7%	3.8%
Ads / sponsored content on podcasts	5.4%	4.8%	4.4%
Vlogs	4.7%	3.3%	4.7%
Ads seen in virtual spaces (e.g VR/AR)	2.6%	1.7%	3.3%

Source: GWI
Q3 2025 → Q1 2026