



McDonald's economic and social impact in Belgium in 2025

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McDonald's economic and social impact in 2025

In Belgium, McDonald's plays an integral role in the local economy through its support of jobs and businesses across the country. This drives economic opportunity for its local franchisees, McDonald's crew members, and suppliers.

100% of the 128 McDonald's restaurants in Belgium are locally owned by franchisees.

With more than €90 million in supply chain spending*, local suppliers are central to McDonald's in Belgium helping to deliver accessible food.

McDonald's contributed €403.0 million to Belgium's GDP, supported 11,210 jobs, and generated €167.1 million public revenue in 2025.



* Supply chain spending includes spending on food and packaging as well as marketing, logistics, construction etc.

McDonald's has a notable economic and social impact on Belgium through its operations:



Direct impact

McDonald's own operations



Indirect impact

Economic impacts supported through McDonald's supply chain



Induced impact

Activities stimulated through consumption expenditures based on wage and salary payments by McDonald's and its suppliers



GVA*



Jobs



Public revenue

*GVA stands for gross value added and measures the economic value created by a company. It is commonly used as a measure of a company's contribution to GDP.

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Values reflect 2025 unless stated otherwise

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McDonald's

Promoting suppliers and lifting communities

McDonald's is built as a "three-legged stool" consisting of...



The McDonald's company and its employees



Franchisees



Suppliers

This horizontal business relationship enables all franchisees, suppliers, and employees to demonstrate and benefit from their capabilities.



Through this system, McDonald's closely works with its franchisees to offer accessible high-quality food as well as a safe and respectful workplace.



Its close relationships with local suppliers enable McDonald's to promote sustainability and proven management practices. Sectors benefitting most from this are presented in the indirect effect.



Finally, McDonald's is embedded in local communities supporting prosperity through the induced effect and wellbeing through its charity and community work.

Belgium

McDonald's impact in a nutshell



€403.0 million

total contribution to GDP



11,210 jobs

total jobs (headcount) supported



128

restaurants across
Belgium



9,760

direct (headcount)
jobs supported



More than

€90 million

spent with Belgium-
based suppliers



€167.1 million

taxes and social security contributions



**Ronald
McDonald
House®**

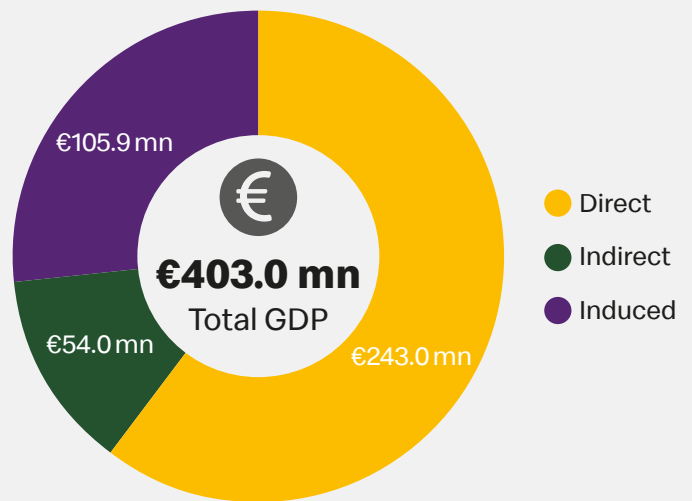
More than **600** children and their
families supported by the Ronald
McDonald's House

Serving up prosperity

McDonald's economic impact in Belgium

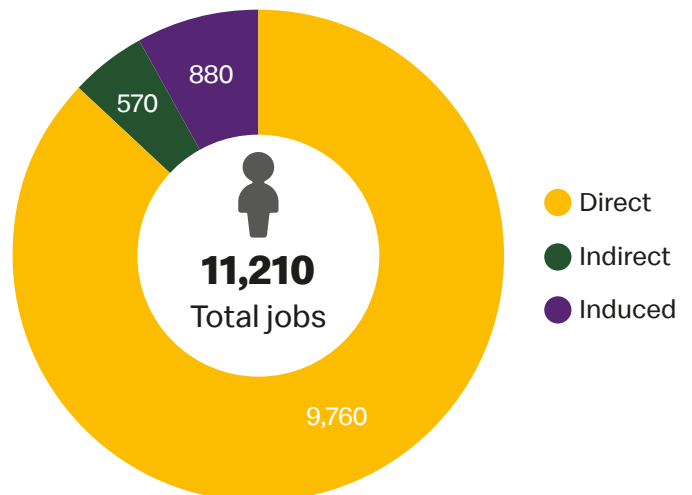
A total contribution of **€403.0 million** to Belgium's GDP

McDonald's contributed over **€403.0 million** to Belgium's GDP, through its own operations, its supply chain, and wage payments. This is equivalent to **5%** of the GDP contribution of the hospitality and restaurant industry.



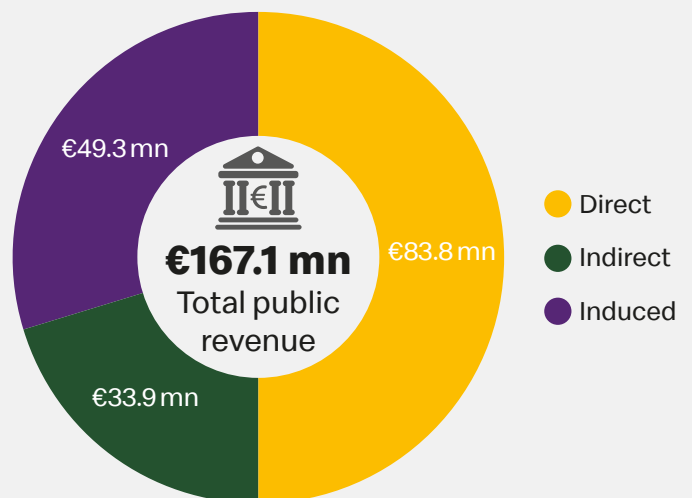
Supporting about **11,210** jobs in Belgium

McDonald's employed about **9,760** people directly. To put this into context, this is equivalent to **4.7%** of the employment in the hospitality and restaurant industry.



Sustaining about **€167.1 million** tax revenues and social security contributions*

In total, about **€167.1 million** in tax revenues and social security contributions were sustained by McDonald's in Belgium. That is equivalent to **€14,900** in public revenue per job supported.



*Direct taxes were estimated based on official data and include corporate income tax, labour taxes, and production taxes.

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Golden arches, local roots

McDonald's supplier connections

100% of the 128 McDonald's restaurants in Belgium are locally owned by franchisees.

McDonald's spent more than €90 million with suppliers in Belgium.

In total, 40% of McDonald's supplies were sourced from Belgium, with local procurement accounting for 21% of agricultural products, food, and beverages specifically.



McDonald's and its suppliers' purchases of quality agricultural products, food, and beverages in Belgium amounted to more than **€30 million**, including...

- **3,900 tonnes** of buns
- **2.1 million litres** of beverages
- **765 tonnes** of dairy products, and
- **200 tonnes** of syrups and toppings

Throughout its supply chain in Belgium, McDonald's supported **570 jobs**, including

- **35.5%** of jobs supported in professional services (e.g. consultants and engineers)
- **16.2%** of jobs supported construction
- **12.7%** of jobs supported in transporting and storage



This local procurement enables McDonald's to source responsibly and prioritise animal health and welfare while making safe quality food accessible to everyone.

Opening doors to opportunity

Creating pathways at McDonald's

McDonald's works hard to promote an inclusive workplace in Belgium.

56% of leadership roles are held by underrepresented groups

The overall share of female employees in McDonald's restaurant is **49%**.



85% of employees would recommend working for McDonald's to a friend.

In addition, more than **three in four** employees are proud to work at McDonald's.

68% of managers began their career as restaurant employees

McDonald's offers a wide range of opportunities for people at all stages of their careers. Restaurant roles, in particular, provide an important entry point into the workforce—for 35% of employees, a job at McDonald's is their first professional experience. Many of them go on to develop valuable skills through more than 550,000 hours of training provided.



Caring locally, acting responsibly

McDonald's commitment to people and planet



100% green energy used

Supporting sustainability, McDonald's used **100% green energy** in its restaurants in 2025 and **98%** of packaging stemmed from renewable, recycled, or certified sources.



More than 600 families supported

Since opening in 2019, the Ronald McDonald's House hosted more than **600 children** and their families. Additionally, charitable donations amounted to **€411,000** in 2025 alone.



A home close to hospital, when families need it most

When a child is seriously ill, staying close can make all the difference. In Belgium, the Ronald McDonald House in Jette offers families warm, welcoming accommodation right on the UZ Brussel campus, allowing parents—and siblings—to remain near a hospitalized child. Opened through a collaboration between UZ Brussel and Ronald McDonald House, the House includes 10 guest rooms, private and shared living spaces, a playroom, kitchen, library and patios. Supported by volunteers and a House Manager, it gives families a place to rest, regroup and focus on what matters most: caring for their child.

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All data shown in tables and charts are Oxford Economics' own data, except where otherwise stated and cited in footnotes, and are copyright © Oxford Economics Ltd.

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