

**TOP  
100**

**DIGITAL AGENCIES  
IN BELGIUM**

**THE TOP 100 REPORT 2026**

## **EXECUTIVE SUMMARY**

### **ANALYSIS OF THE BELGIAN DIGITAL MARKET IN 2025**

- Evolution of the digital sector in 2025
- State of digital transformation among companies in Belgium
- Health check: digital agencies impacted in different ways
- AI is changing everything
- How agencies are integrating AI into their service offering
- The most widely used AI tools
- Towards a transformation of agencies' business models
- "AI Act": the early foundation of a European ethical intelligence?
- Human capital: the key to agencies' competitiveness
- Cybersecurity: a booming market
- Sovereign technologies: a major new undertaking
- Agencies facing new challenges
- Impact of the current geopolitical crisis
- Digital services losing momentum
- Recruitment strategies: the most sought-after profiles
- Opportunities and threats for digital agencies
- A sector that continues to consolidate despite uncertainty

### **TOP 100 RANKING BY GROSS MARGIN AND REVENUE**

- Methodology
- Digital sector 2026: predictions
- A Top 10 dominated by full-service agencies
- Towards a "big five" in the Belgian digital sector?
- The winners and losers of the Top 100
- Agencies' growth drivers in 2025
- Market growth forecasts for 2026
- Growth hubs
- The AI tools most widely used by agencies
- How agencies are integrating AI into their services and service offering
- Emerging digital trends that will disrupt the sector in 2026

## **CONCLUSIONS**