



MediaMarkt Belgium expands further with three new stores

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MediaMarkt Belgium continues to grow and will open three new stores this summer in Rocourt, Châtelineau and La Louvière. All three stores will be located on Shopping Cora sites and will open in phases between July and the end of August. The store in Rocourt is a relocation to a new site, while the other two stores are brand-new locations. With these expansions, MediaMarkt strengthens its presence in Belgium, bringing the total number of stores to 32.

After opening five new stores in 2024 and three in 2025, MediaMarkt Belgium is continuing its growth strategy at full pace. The focus is on strategic locations that support the omnichannel strategy, where physical stores and online channels reinforce each other.

“With these three new stores, we are building on the strong momentum of recent years,” says Frederik Roose, Regional Director MediaMarkt Belgium. “We are making targeted investments in locations where we can be close to our customers, with a store experience that seamlessly connects with our online proposition. In this way, we make technology even more accessible to everyone.”

Each of the three new stores will have a surface area of 1,300 m² and will be designed according to MediaMarkt’s core concept. With these new locations, MediaMarkt is also responding to regions where the brand has so far had a less prominent presence. Rocourt, Châtelineau and La Louvière were important white spots in the Belgian store network. By being present in these locations, MediaMarkt increases its accessibility and can better serve customers in these regions.

About MediaMarkt

MediaMarkt is Europe’s largest electronics retailer and currently operates 32 stores in Belgium. In the Netherlands, there are now 54 stores, and 2 in Luxembourg. In total, the retail chain operates around 1,000 stores across 11 European countries. At MediaMarkt, the consumer comes first. Every year, more than 100 million consumers visit MediaMarkt, either in-store or online. Through its omnichannel proposition, consumers are served across a wide range of channels and can decide for themselves how, where and when they choose, purchase and receive electronics: in-store, via the webshop, through the app or on the Marketplace. At the Smartbar, which can be found in every MediaMarkt store, customers receive full support through advice and additional services, such as unique TV calibration and the setup of laptops, tablets and smartphones. In addition, customers can choose from a broad range of TV and mobile phone subscriptions, as well as various green energy providers. With BetterWay, our sustainability proposition, we help consumers make more sustainable product choices and adopt more sustainable behavior. The retail chain was founded in 1979 and is part of the MediaMarkt Saturn Retail Group. More information is available at www.mediamarkt.be.

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