

Rtds in North Macedonia

Market Direction | 2022-06-30 | 23 pages | Euromonitor

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Report description:

In what is a relatively new product in North Macedonia, RTDs had been consistently registering double-digit volume growth over the review period. The 2020 COVID-19 restrictions halted this growth, with a fall in volume sales. However, in 2021, with society opening up once again, RTDs returned very strong growth, with volume sales being higher than before the onset of COVID-19.

Euromonitor International's RTDs in North Macedonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the RTDs market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2021 DEVELOPMENTS

RTDs recovers in 2021 but fails to reach pre-COVID-19 sales levels

Limited brand presence prevents RTDs from achieving stronger growth

Low awareness and the economic fallout of the pandemic stifles investment

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Healthy growth, though from relatively small base

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