

## **Carbonates in North Macedonia**

Market Direction | 2022-12-22 | 32 pages | Euromonitor

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### **Report description:**

The overall category of carbonates will achieve moderate off-trade volume growth in 2022 thanks to stable consumer demand. The switch from regular options to reduced sugar variants is evident (driving by the healthy eating and healthy living trends). Whilst some local consumers are shifting to other soft drinks categories such as bottled water, RTD tea, and (to some extent) juice, the large number of options of reduced sugar carbonates is allowing many Macedonians to switch to healthier options...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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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December 2022

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Moderate growth maintained despite consumer switch to healthier options

Growing consumer demand for reduced sugar options as well as high inflation dictate the performance of carbonate sales

Pivara Skopje continues to lead despite investments of Prilepska Pivarnica in improving its image

#### PROSPECTS AND OPPORTUNITIES

Carbonates to see a marked deceleration in off-trade volume growth as the largest category does not align with health and wellness trends

Reduced sugar carbonates to accelerate moderately thanks to growing options

Regular orange carbonates has a bright future ahead as consumers think that reduced sugar versions lack flavour

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