

## **Energy Drinks in North Macedonia**

Market Direction | 2022-12-22 | 28 pages | Euromonitor

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### **Report description:**

Energy drinks will achieve moderate off-trade volume in 2022 thanks to renewed consumer demand in the aftermath of the COVID-19 pandemic. The category is currently dominated by sales of regular energy drinks, with this category performing stably. This is thanks to Macedonians resuming socialising and a busier everyday life due to the easing of all lockdowns and pandemic restrictions. As such, they are consuming greater amounts of energy drinks to have more energy both for work and for socialisin...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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Moderate off-trade volume and strong off-trade value growth for energy drinks

On-trade volume sales rise as foodservice industry continues its pandemic recovery

Red Bull continues to overwhelmingly dominate sales of energy drinks

#### PROSPECTS AND OPPORTUNITIES

Energy drinks growth to accelerate as consumers resume pre-pandemic habits

After years of being unimpacted, energy drinks will succumb to the health trend

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