

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 socialising...

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.

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Red Bull continues to overwhelmingly dominate sales of energy drinks

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