

Energy Drinks in North Macedonia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Energy Drinks in North Macedonia
Euromonitor International
December 2022

List Of Contents And Tables

ENERGY DRINKS IN NORTH MACEDONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

On-trade sales to continue gathering pace as consumers spend more time outside their homes

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

SOFT DRINKS IN NORTH MACEDONIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Energy Drinks in North Macedonia

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com