

Juice in North Macedonia

Market Direction | 2022-12-22 | 29 pages | Euromonitor

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Report description:

In 2022, juice will achieve solid off-trade volume growth thanks to stable consumer demand for the largest product categories - nectars and juice drinks - though it should be noted that they will have the lowest growth rates due to their robustness. Inflation and rising unit prices (amidst soaring food and energy costs, exacerbated by the war in Ukraine) are boosting off-trade value growth of the entire juice category, leading to much higher value growth rates than volume growth rates. Meanwhile...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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2022 DEVELOPMENTS

Stable demand for nectars and juice drinks helps category maintain stable off-trade volume growth

Health and wellness trends boost consumption of not from concentrate 100% juice and reconstituted 100% juice

Charitable donations during the pandemic help second-ranked Mlekara Bitola maintain its strong position

PROSPECTS AND OPPORTUNITIES

Juice to maintain decent growth thanks to influence of health and wellness trend

Economising behaviour to be seen in juice drinks and nectars as effects of inflation linger and restrict consumer spending

E-commerce sales set to double by end of forecast period, thanks to the increased exposure and appreciation of convenience

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