

RTD Coffee in North Macedonia

Market Direction | 2022-12-22 | 27 pages | Euromonitor

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Report description:

RTD coffee was negatively affected by the COVID-19 pandemic in 2020 since most category purchases tend to be impulse buys. Due to the mandated lockdown and restrictions, consumers were on-the-go less and had fewer opportunities to make spontaneous purchases. The category began bouncing back last year as restrictions started to ease and consumers spent more time outside the home. It will see further off-trade volume growth in 2022 as restrictions have been fully lifted and consumers are resuming...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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