

Meals and Soups in North Macedonia

Market Direction | 2022-11-11 | 17 pages | Euromonitor

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Report description:

Meals and soups achieves modest volume growth in 2022 coupled with a strong retail value growth due to rising prices amidst the growing inflation in the country. Ready meals outperforms soup which continues to struggle and stagnate in 2022 in volume terms but manages to achieve solid retail value growth also as a result of the growing unit prices. Dry soup remains the dominant format and the market witnesses no change in product and brand offering across the other soup ranges.

Euromonitor International's Meals and Soups in North Macedonia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS IN NORTH MACEDONIA

KEY DATA FINDINGS

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Meals and soups continues growth, with ready meals outperforming soup in 2022

Shelf-stable ready meals grows fastest in volume terms, whilst frozen ready meals grows fastest in value terms

Convenience trend drives growth in frozen pizza

PROSPECTS AND OPPORTUNITIES

Stable growth of meals and soups thanks to convenience and on-the-go consumption trends

Shelf-stable ready meals to grow fastest over the forecast period thanks to innovation

Soup to achieve modest growth; however, there is an opportunity for global brands to enter the market

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