

Alcoholic Drinks in North Macedonia

Market Direction | 2023-06-27 | 59 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

While unit prices of most other consumer goods saw double-digit percentage growth rates, in line with inflation, the unit prices of alcoholic drinks saw more moderate growth since many of the major brands are of domestic origin and were able to limit price increases, fearing potential loss of consumers.

Euromonitor International's Alcoholic 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

ALCOHOLIC DRINKS IN NORTH MACEDONIA

EXECUTIVE SUMMARY

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN NORTH MACEDONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Moderate volume growth in 2022 as North Macedonia recovers from COVID-19

Domestic players continue to lead sales, withstanding economic pressures

Innovation focuses on premium imports and craft beers in 2022

PROSPECTS AND OPPORTUNITIES

Beer to maintain popularity but may lose share to less mainstream products

New product development in beer will be key over the forecast period

Subcategories with low sales bases offer significant scope for growth

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Summary 4 Number of Breweries 2017-2022

CATEGORY DATA

Table 17 Sales of Beer by Category: Total Volume 2017-2022

Table 18 Sales of Beer by Category: Total Value 2017-2022

Table 19 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 20 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 21 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 25 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 26 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 27 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 28 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 29 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 30 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 31 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN NORTH MACEDONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ongoing popularity of wine sees volume sales increase in 2022, especially in sparkling wine

Highly fragmented landscape with widespread domestic production in small wineries

Innovation and new product development generate interest

PROSPECTS AND OPPORTUNITIES

Volume sales of wine will continue to see moderate growth across the forecast period

Sparkling wines will benefit from both affordability and association with prestige

Push to penetrate retail channels will reflect a drive to shore up sales

CATEGORY DATA

Table 32 Sales of Wine by Category: Total Volume 2017-2022

Table 33 Sales of Wine by Category: Total Value 2017-2022

Table 34 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 35 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 36 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 37 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 38 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 40 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 41 □Forecast Sales of Wine by Category: Total Value 2022-2027

Table 42 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 43 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN NORTH MACEDONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gin is star performer in spirits in 2022

Intense marketing activities to promote new launches boosts sales of whisky and gin

Croatian player Badel 1862 continues to lead in 2022

PROSPECTS AND OPPORTUNITIES

Spirits set to remain popular despite demographic challenges

Whiskies is expected to retain its popularity at the expense of brandy

Development of modern grocery retailing will apply pressure on small local grocers

CATEGORY DATA

Table 44 Sales of Spirits by Category: Total Volume 2017-2022

Table 45 Sales of Spirits by Category: Total Value 2017-2022

Table 46 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 47 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 48 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 49 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 50 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 51 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 52 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 53 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 54 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 55 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 56 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 57 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 58 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN NORTH MACEDONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry remains niche in North Macedonia, despite expanding retail presence

Limited brand presence within cider/perry limits growth

Supermarkets and hypermarkets continue to dominate sales in 2022

PROSPECTS AND OPPORTUNITIES

Steady on-trade demand will see cider/perry record one of the best performances in alcoholic drinks

Domestic production of cider/perry has potential for growth in the coming years

Socio-economic challenges may hamper volume growth in cider/perry

CATEGORY DATA

Table 59 Sales of Cider/Perry: Total Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 60 Sales of Cider/Perry: Total Value 2017-2022

Table 61 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 62 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 63 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 64 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 65 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 66 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 67 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 68 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 69 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 70 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 71 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 72 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 73 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN NORTH MACEDONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Post-pandemic recovery continues as younger consumers seek out fresh flavours and low alcohol drinks

Limited brand presence enables Diageo Plc to retain its dominance in 2022

Small local grocers remains the key distribution channel for RTDs in North Macedonia

PROSPECTS AND OPPORTUNITIES

Diageo will continue to dominate the landscape in RTDs for the foreseeable future

Investment will be required to raise consumer awareness of RTDs in the forecast period

Potential headwinds on the horizon could dampen volume growth in the coming years

CATEGORY DATA

Table 74 Sales of RTDs by Category: Total Volume 2017-2022

Table 75 Sales of RTDs by Category: Total Value 2017-2022

Table 76 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 77 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 78 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 79 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 80 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 81 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 82 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 83 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 84 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 85 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 86 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 87 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 88 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in North Macedonia

Market Direction | 2023-06-27 | 59 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com