

Beer in North Macedonia

Market Direction | 2023-06-27 | 29 pages | Euromonitor

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Report description:

Beer continued to see moderate total volume growth in 2022 and high inflation impacted average unit prices. The category is still performing below pre-pandemic levels mainly due to limited on-trade performance, which continues to recover slowly post COVID-19 despite growing consumer demand.

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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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

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