

Rtds in North Macedonia

Market Direction | 2023-06-27 | 23 pages | Euromonitor

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Report description:

Growing consumer demand for convenient RTDs contributed to the category's ongoing post-pandemic recovery in 2022, with sales significantly surpassing 2019 pre-COVID levels. Younger consumers in particular increasingly opt for drinks with lower alcohol content that are pre-mixed with juice or cola flavours.

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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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

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