

Wine in North Macedonia

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

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Report description:

Total volume growth was robust in 2022 thanks to the enduring popularity of wine among local consumers in North Macedonia, which is well known for its wine drinking and production. The impact of inflation on consumption and prices was moderate. Unit prices did not increase in line with that seen in other consumer goods categories. Nevertheless, the premiumisation trend continues apace, which contributed to an increase in the average unit price of wine.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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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

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