

## **Butter and Spreads in North Macedonia**

Market Direction | 2023-09-28 | 17 pages | Euromonitor

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### **Report description:**

The butter and spreads category is seeing marginal volume decline in 2023 as inflationary pressures continue to take its toll. While margarine and spreads continues to decline in retail volume terms, butter is growing moderately despite the shrinking consumer base. As the price advantage of margarine and spreads has been eroded in recent years due to rising manufacturing costs, consumers have turned to butter, which is now not much more expensive than margarine. This process has been exacerbated...

Euromonitor International's Butter and Spreads 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

### **Why buy this report?**

- \* Get a detailed picture of the Butter and Spreads 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.

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reliable information resources to help drive informed strategic planning.

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