

Drinking Milk Products in North Macedonia

Market Direction | 2023-09-28 | 18 pages | Euromonitor

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Report description:

In 2023, increased fodder prices have driven up unit prices of locally sourced raw milk, as well as the price of domestic and regional drinking milk brands. Nonetheless, consumer demand remains stable due to the abundance of locally and regionally produced drinking milk products, which are widely available and affordable. Cow's milk remains the dominant category of drinking milk products in Macedonia and cow's milk is widely regarded as an important staple foodstuff.

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Euromonitor International
October 2023

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