

Processed Fruit and Vegetables in North Macedonia

Market Direction | 2023-11-28 | 18 pages | Euromonitor

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Report description:

Consumer demand for processed fruit and vegetables remains stable in North Macedonia in 2023 due to the influence of the burgeoning health and wellness trend in the country. Younger consumers, in particular, are increasingly opting for processed fruit and vegetables products for the preparation of salads and smoothies. Due to significant unit price increases and inflationary pressure, the category is registering double-digit value growth in 2023.

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Processed Fruit and Vegetables in North Macedonia
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List Of Contents And Tables

PROCESSED FRUIT AND VEGETABLES IN NORTH MACEDONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand supported by burgeoning health and wellness trend

Convenience is a significant growth driver

Shelf stable products continue to suffer from their unhealthy image

PROSPECTS AND OPPORTUNITIES

Positive growth of processed produce supported by rising health consciousness

Trend of juicing and smoothie making to drive growth of frozen fruit

Maturity impacts future of shelf stable beans

CATEGORY DATA

Table 1 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 2 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 3 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 4 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 6 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 7 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 8 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 9 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 10 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

STAPLE FOODS IN NORTH MACEDONIA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2018-2023

Table 13 Sales of Staple Foods by Category: Value 2018-2023

Table 14 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2019-2023

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Table 19 Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 21 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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