

## **Meals and Soups in North Macedonia**

Market Direction | 2023-12-21 | 18 pages | Euromonitor

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### **Report description:**

In 2023, meals and soups experienced continued robust retail volume growth, propelled by the solid performance of shelf-stable ready meals and frozen pizza. Despite being the largest category, soups faced a moderate decline due to shifting consumer preferences and a diminishing consumer base. However, the category achieved substantial value growth driven by inflation and rising unit prices, although consumers had to economise their purchases due to increasingly limited disposable incomes.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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