

Concentrates in North Macedonia

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Report description:

Concentrates registered decline in off-trade volume terms in 2023 as liquid concentrates sales fell due to diminishing consumer demand. At the same time, thanks to the significant unit price increases in the context of high rates of general inflation, the category managed to expand at a near double-digit growth rate in off-trade value terms. Overall, concentrates is losing momentum and it looks like few manufacturers are actually poised to compete, so an additional problem is the lack of brands...

Euromonitor International's Concentrates 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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