

## **Beer in North Macedonia**

Market Direction | 2024-06-28 | 29 pages | Euromonitor

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### **Report description:**

Beer consumption slowed in North Macedonia over 2023 although total volume sales held steady. With inflation remaining well above normal levels, current value sales grew in double-digits with high prices across all beer categories. The off-trade saw a slight improvement as some consumers shifted from the on-trade to consuming more beer at home. The declining population in North Macedonia is dampening overall demand leading to a shrinking consumer base, whilst stronger competition from wine caused...

Euromonitor International's Beer 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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 reliable information resources to help drive informed strategic planning.

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