

Concentrates in North Macedonia

Market Direction | 2025-01-10 | 28 pages | Euromonitor

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Report description:

The concentrates category has experienced a decline in off-trade volume sales in North Macedonia in 2024, despite achieving modest off-trade rsp value growth supported by inflation-driven price increases. However, the overall performance of the category remains lacklustre due to limited investment and innovation. Manufacturers have shown little interest in revitalising the product area with new brands or product launches, leaving the category relatively uneventful. This stagnation highlights a b...

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 (2020-2024), 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 2029 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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