

Sports Drinks in North Macedonia

Market Direction | 2025-01-10 | 26 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

The growing emphasis on sports and fitness activities has continued to underpin stable consumer demand for sports drinks in North Macedonia in 2024. This trend is particularly prominent among younger consumers, sports enthusiasts, and professional athletes. The category has experienced solid off-trade volume growth coupled with strong off-trade rsp value growth, which has been further bolstered by rising product prices amidst the latest wave of inflation, albeit less intense than in previous yea...

Euromonitor International's Sports Drinks 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: Reduced Sugar Sports Drinks, Regular Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Sports Drinks 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Sports Drinks in North Macedonia
Euromonitor International
January 2025

List Of Contents And Tables

SPORTS DRINKS IN NORTH MACEDONIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising interest in sports and fitness drive demand
Vindija dd retains leadership amidst rising competition
Innovation and new entrants stimulate market dynamics

PROSPECTS AND OPPORTUNITIES

Sustained influence of health and wellness trends
Vindija dd's position amid evolving market dynamics
Expanding consumption beyond athletes

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2019-2024
Table 2 Off-trade Sales of Sports Drinks: Value 2019-2024
Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

SOFT DRINKS IN NORTH MACEDONIA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Sports Drinks in North Macedonia

Market Direction | 2025-01-10 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com