

# Beer in North Macedonia

June 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Moderate volume growth in 2022 as North Macedonia recovers from COVID-19

Domestic players continue to lead sales, withstanding economic pressures

Innovation focuses on premium imports and craft beers in 2022

### PROSPECTS AND OPPORTUNITIES

Beer to maintain popularity but may lose share to less mainstream products

New product development in beer will be key over the forecast period

Subcategories with low sales bases offer significant scope for growth

### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2022

Summary 2 - Number of Breweries 2017-2022

### CATEGORY DATA

Table 1 - Sales of Beer by Category: Total Volume 2017-2022

Table 2 - Sales of Beer by Category: Total Value 2017-2022

Table 3 - Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Beer by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - GBO Company Shares of Beer: % Total Volume 2018-2022

Table 10 - NBO Company Shares of Beer: % Total Volume 2018-2022

Table 11 - LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 12 - Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 13 - Forecast Sales of Beer by Category: Total Value 2022-2027

Table 14 - Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 15 - Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

## Alcoholic Drinks in North Macedonia - Industry Overview

### EXECUTIVE SUMMARY

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

## TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2022

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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## SOURCES

Summary 4 - Research Sources

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