

Cider/Perry in North Macedonia

June 2023

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2022 DEVELOPMENTS

Cider/perry remains niche in North Macedonia, despite expanding retail presence

Limited brand presence within cider/perry limits growth

Supermarkets and hypermarkets continue to dominate sales in 2022

PROSPECTS AND OPPORTUNITIES

Steady on-trade demand will see cider/perry record one of the best performances in alcoholic drinks

Domestic production of cider/perry has potential for growth in the coming years

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