

Wine in North Macedonia

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Ongoing popularity of wine sees volume sales increase in 2022, especially in sparkling wine
Highly fragmented landscape with widespread domestic production in small wineries
Innovation and new product development generate interest

PROSPECTS AND OPPORTUNITIES

Volume sales of wine will continue to see moderate growth across the forecast period
Sparkling wines will benefit from both affordability and association with prestige
Push to penetrate retail channels will reflect a drive to shore up sales

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Alcoholic Drinks in North Macedonia - Industry Overview

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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

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