

Butter and Spreads in North Macedonia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Marginal category decline caused by falling consumption of margarine and spreads
- Butter seen as a healthier alternative to margarine and spreads
- Meggle improves the image of its flagship butter and margarine brands

PROSPECTS AND OPPORTUNITIES

- Butter to outperform margarine and spreads due to healthy image and lower price gap
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Dairy Products and Alternatives in North Macedonia - Industry Overview

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DISCLAIMER

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