



Euromonitor  
International

# Sugar Confectionery in North Macedonia

August 2026

Table of Contents

## Sugar Confectionery in North Macedonia - Category analysis

### KEY DATA INSIGHTS

#### 2026 DEVELOPMENTS

Sugar Confectionery Summary

#### INDUSTRY PERFORMANCE

Health Trends and Inflation Shape Moderate Growth for Sugar Confectionery in North Macedonia

Multisensory Experiences and Playful Formats Drive Sugar Confectionery Innovation

Chart 1 - Šumi Gummy Formula X Focuses on Flavour Innovation

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

#### WHAT'S NEXT?

Discounters to Expand Access to Healthier Confectionery as Premiumisation Accelerates

Health, Digital Expansion and Multisensory Innovation Shape the Future of Sugar Confectionery

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

#### COMPETITIVE LANDSCAPE

Kraškomerc Defends Lead as Emerging Players Erode Share

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

#### CHANNELS

Small Local Grocers Leverage Impulse Buying to Sustain Leadership

E-Commerce Acceleration Driven by Convenience

Chart 9 - Retail Channels 2021-2026

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Sugar Confectionery

Chart 11 - Real GDP Growth 2021-2031

Chart 12 - Inflation 2021-2031

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Sugar Confectionery

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

#### COUNTRY REPORTS DISCLAIMER

[Snacks in North Macedonia - Industry Overview](#)

### EXECUTIVE SUMMARY

2026 Developments

### KEY DATA INSIGHTS

#### INDUSTRY PERFORMANCE

Makprogres Targets Value Shoppers to Sustain Demand

Chart 16 - Vincinni Rocky Salty Sticks Target Price-Sensitive Consumers

Helados Estiu Drives Premiumisation with Mochi Ice Cream

Rising Health and Convenience Expectations Fuel Innovation and Growth

Chart 17 - Value Sales 2021-2031

Chart 18 - Value Sales by Category 2026

## WHAT'S NEXT?

Health-Driven Innovation Will Enable Premium Snacks to Offset Shrinking Demand

Hybrid Work Lifestyles and Clean Labels to Reshape Consumer Expectations

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Kraškomerc Sustains Lead as Inkofoods Drives Premiumisation

Chart 21 - Brand Shares 2026

## CHANNELS

Small Local Grocers Anchor Impulse-Driven Growth and Retain Dominance

Ananas and Regional Platforms Accelerate Online Snack Adoption

Chart 22 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 23 - Economic Context for Snacks

Chart 24 - Real GDP Growth 2021-2031

Chart 25 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 26 - Consumer Context for Snacks

Chart 27 - Population 2021-2031

Chart 28 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sugar-confectionery-in-north-macedonia/report](http://www.euromonitor.com/sugar-confectionery-in-north-macedonia/report).