

# Sweet Spreads in North Macedonia

December 2023

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# Sweet Spreads in North Macedonia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Moderate decline in sweet spreads retail volume sales Growth of nut and seed-based spreads New product launches by Vitalia Nikola doo and Res-Kom dzem

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Stagnation amidst changing consumer preferences Continued growth in nut and seed-based spreads and honey Continued innovation and premiumisation

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