



Euromonitor
International

Sauces, Dips and Condiments in North Macedonia

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising interest in cooking and desire for convenience continue to boost demand

INDUSTRY PERFORMANCE

Dips is the fastest growing category in current value terms
Mayonnaise consumption falls due to obesity and heart health concerns

WHAT'S NEXT?

Most categories expected to develop positively in volume and value terms
Salad dressings and herbs and spices set to be among the strongest performers
Health-oriented products likely to be prominent among new launches

COMPETITIVE LANDSCAPE

Trgoprodukt doo remains the overall leader
Lars dooel is the most dynamic player in terms of value sales growth

CHANNELS

Small local grocers channel continues to dominate distribution
E-commerce is the best performing channel

CATEGORY DATA

- Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025
- Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025
- Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025
- Table 5 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025
- Table 6 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025
- Table 7 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025
- Table 8 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030
- Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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EXECUTIVE SUMMARY

Current value growth slows but overall demand remains steady

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Desire for convenience remains a major demand driver
Macedonians show growing preference for healthier products

WHAT'S NEXT?

Most categories expected to perform positively in volume and value terms
Health and sustainability concerns will continue to shape competitive strategies

COMPETITIVE LANDSCAPE

Vitaminka AD remains the overall leader in cooking ingredients and meals

Mondelez International and Basso Fedele & Figli are the most dynamic players

CHANNELS

Sales still concentrated in the small local grocers channel

E-commerce is the best performing distribution channel

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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