



Euromonitor  
International

# Concentrates in North Macedonia

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sluggish performance

INDUSTRY PERFORMANCE

Poor performance in 2025  
Powder concentrates fare slightly better

WHAT'S NEXT?

Bleak outlook over forecast period  
Powder concentrates maintain growth under pressure  
Focus on adopting a healthier profile

COMEPETITIVE LANDSCAPE

Two local companies have sizeable foothold  
Inospektar gains the most volume share

CHANNELS

Small local grocers continue to dominate  
Retail e-commerce gains most value share  
Concentrates Conversions  
Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

- Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025
- Table 2 - Off-trade Sales of Concentrates by Category: Value 2020-2025
- Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025
- Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025
- Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025
- Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025
- Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025
- Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025
- Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025
- Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025
- Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025
- Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030
- Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030
- Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030
- Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

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EXECUTIVE SUMMARY

A shift to heathier soft drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Muted picture in 2025

Continuing price sensitivity

Health and wellness claims enter the mainstream

## WHAT'S NEXT?

Muted outlook over forecast period

Opportunities to add value

Both winners and losers

## COMPETITIVE LANDSCAPE

Fruvita gains most volume share

## CHANNELS

Small local grocers continue to dominate distribution

Retail e-commerce gains most value share

Foodservice vs retail split

## MARKET DATA

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 26 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 27 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 28 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 30 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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## SOURCES

Summary 2 - Research Sources

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