

# Carbonates in North Macedonia

January 2024

**Table of Contents** 

## Carbonates in North Macedonia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Unhealthy image negatively impacts volume sales Cola carbonates hit hard by health and wellness trend

Pivara Skopje retains lead

## PROSPECTS AND OPPORTUNITIES

Minimal growth expected

Further expansion of regular tonic water/mixers/other bitters

Continued decline of regular cola carbonates

#### **CATEGORY DATA**

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 - Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023

Table 10 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023

Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028

Table 20 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

## Soft Drinks in North Macedonia - Industry Overview

### **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

# MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

- Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 30 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 31 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 32 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 33 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 34 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 35 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 36 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 37 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 38 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 39 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 40 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 41 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 42 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 43 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 44 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 45 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

  Table 46 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 47 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 48 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 49 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 50 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 51 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 52 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

#### DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

## 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/carbonates-in-north-macedonia/report.