



Euromonitor
International

RTD Coffee in North Macedonia

December 2025

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RTD Coffee in North Macedonia - Category analysis

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High prices continue to dampen volume sales

INDUSTRY PERFORMANCE

Moderate volume growth, though volume sales low

Several new product launches

WHAT'S NEXT?

Muted volume growth over forecast period

Continuing product development

Wellness and sustainability key focus areas

COMPETITIVE LANDSCAPE

Two top players dominate

Increasing competition

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Retail e-commerce gains the most volume share

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A shift to healthier soft drinks

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Continuing price sensitivity

Health and wellness claims enter the mainstream

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Both winners and losers

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