

Retail E-Commerce in North Macedonia

May 2023

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Retail E-Commerce in North Macedonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued growth, though value sales still low Third party merchants continue to lead e-commerce thanks to wide product assortment and highly competitive prices Serbian player Ananas looking to compete with Alibaba through local acquisition

PROSPECTS AND OPPORTUNITIES

Continued growth over forecast period Consumers need to gain trust Grocery e-commerce to drive growth as consumers eschew tradition for convenience

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Retail in North Macedonia - Industry Overview

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