

# Retail E-Commerce in North Macedonia

May 2023

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#### **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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