

# Rtds in North Macedonia

June 2022

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## Rtds in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

RTDs recovers in 2021 but fails to reach pre-COVID-19 sales levels  
Limited brand presence prevents RTDs from achieving stronger growth  
Low awareness and the economic fallout of the pandemic stifles investment

#### PROSPECTS AND OPPORTUNITIES

Healthy growth, though from relatively small base  
Investment required to raise awareness of RTDs in the forecast period  
Potential headwinds could dampen volume growth

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## Alcoholic Drinks in North Macedonia - Industry Overview

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Alcoholic drinks in 2021: The big picture  
2021 key trends  
Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

### TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2021

### OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

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In 2021, Pivara Skopje, which distributes Heineken, launched Heineken 0.0, an alcohol-free beer  
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