

Traditional Grocery Retailers in North Macedonia

April 2022

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Traditional Grocery Retailers in North Macedonia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Traditional grocery retailers see accelerated growth thanks to local shopping trend
COVID-19 resulted in bankruptcies for smaller family-owned businesses
Innovation and more competitive prices help traditional grocery retailers expand

PROSPECTS AND OPPORTUNITIES

Traditional grocery retailers need to rethink their strategies to stay competitive
Consumers to continue shifting from traditional grocery retailers to modern channels, seeking better shopping experiences and convenience
Despite slow predicted growth, traditional grocery retailers will not become obscure

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Retailing in 2021: The big picture

COVID-19 vaccination certificate is introduced affecting entry to shopping malls

Retailers must now charge a fee for carrier bags and keep prices fixed for certain products after government rulings

Major brands Tinex and Comodita Home continue outlet expansions

What next for retailing?

OPERATING ENVIRONMENT

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Opening hours

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