

# Cider/Perry in North Macedonia

June 2024

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## Cider/Perry in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider/perry witnesses rebound in volume sales  
Limitations to growth in cider/perry  
International players dominate this small category

#### PROSPECTS AND OPPORTUNITIES

Cider/perry to remain small category with limited appeal  
Limited competition is major hindrance to development  
E-commerce may help to extend its appeal

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## Alcoholic Drinks in North Macedonia - Industry Overview

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Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

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Drink driving  
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Opening hours  
On-trade establishments

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