

Rtds in North Macedonia

June 2024

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Rtds in North Macedonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs sales plummet as prices spike
Off-trade is the more promising channel for RTDs
Category is limited to spirit-based RTDs

PROSPECTS AND OPPORTUNITIES

RTDs to witness stable performance
Limited competition stifles category development
E-commerce offers potential to expand reach

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Alcoholic Drinks in North Macedonia - Industry Overview

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

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