

Chocolate Confectionery in North Macedonia

July 2024

Table of Contents

Chocolate Confectionery in North Macedonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation trend gathers momentum Price promotions are used to drive volume sales Players deliver new seasonal lines

PROSPECTS AND OPPORTUNITIES

Health perceptions boost image of chocolate confectionery Locals choose to celebrate with seasonal chocolate Tablets face slowdown in consumption

CATEGORY DATA

Summary 1 - Other Chocolate Confectionery by Product Type: 2024 Table 1 - Sales of Chocolate Confectionery by Category: Volume 2019-2024 Table 2 - Sales of Chocolate Confectionery by Category: Value 2019-2024 Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024 Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024 Table 5 - Sales of Chocolate Tablets by Type: % Value 2019-2024 Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024 Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024 Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024 Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029 Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029 Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Value 2024-2029 Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value 2024-2029

Snacks in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024
Table 14 - Sales of Snacks by Category: Value 2019-2024
Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024
Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Snacks: % Value 2020-2024
Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024
Table 19 - Penetration of Private Label by Category: % Value 2019-2024
Table 20 - Distribution of Snacks by Format: % Value 2019-2024
Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029
Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-northmacedonia/report.