

Bottled Water in North Macedonia

January 2024

Table of Contents

Bottled Water in North Macedonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health concerns boost demand for bottled water

Functional bottled water puts in strong performance

Sparkling flavoured bottled water would benefit from more high-quality brands

PROSPECTS AND OPPORTUNITIES

Diversification of offer to support growth

Increasing presence of high-quality brands to boost growth categories

Bottled water to benefit from shift away from carbonates and juice

CATEGORY DATA

- Table 1 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
- Table 2 Off-trade Sales of Bottled Water by Category: Value 2018-2023
- Table 3 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Soft Drinks in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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 focusing 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/bottled-water-in-north-macedonia/report.