



Euromonitor
International

Cider/Perry in North Macedonia

June 2024

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2018-2023
Table 2 - Sales of Cider/Perry: Total Value 2018-2023
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2018-2023
Table 4 - Sales of Cider/Perry: % Total Value Growth 2018-2023
Table 5 - Sales of Cider/Perry: Total Volume 2019-2023
Table 6 - Sales of Cider/Perry: Total Value 2019-2023
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023
Table 9 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 10 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023
Table 11 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2023
Table 12 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2023
Table 13 - GBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 14 - NBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 15 - LBN Brand Shares of Cider/Perry: % Total Volume 2019-2023
Table 16 - Forecast Sales of Cider/Perry: Total Volume 2023-2028
Table 17 - Forecast Sales of Cider/Perry: Total Value 2023-2028
Table 18 - Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028
Table 19 - Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

Alcoholic Drinks in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 20 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 21 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 22 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 23 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 24 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 29 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 30 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 31 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 32 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 33 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 34 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 35 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - 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 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/cider-perry-in-north-macedonia/report.

