



Euromonitor  
International

# Rtds in North Macedonia

June 2024

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## 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

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RTDs to witness stable performance  
Limited competition stifles category development  
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Advertising  
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Opening hours  
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