



Sweet Spreads in North Macedonia

December 2023

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Sweet Spreads in North Macedonia - Category analysis

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2023 DEVELOPMENTS

Moderate decline in sweet spreads retail volume sales
Growth of nut and seed-based spreads
New product launches by Vitalia Nikola doo and Res-Kom dzem

PROSPECTS AND OPPORTUNITIES

Stagnation amidst changing consumer preferences
Continued growth in nut and seed-based spreads and honey
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