

Sweet Spreads in North Macedonia

November 2024

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Sweet Spreads in North Macedonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased budget-consciousness and health concerns depress demand

Nut and seed based spreads shows the most resilient performance

Nut and seed based spreads and chocolate spreads witness several new launches

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Demand for jams and preserves and chocolate spreads will continue to fall Nut and seed based spreads set to remain the best performing category Further distribution gains expected for e-commerce in sweet spreads

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