



Euromonitor
International

Spirits in North Macedonia

June 2024

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Spirits in North Macedonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits witness moderate volume growth
Consumers are drawn to Japanese whisky
Diageo Plc takes the lead in spirits

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Whisky is expected to retain its popularity at the expense of brandy
Development of modern grocery retailing will apply pressure on small local grocers

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Alcoholic Drinks in North Macedonia - Industry Overview

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

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DISCLAIMER

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