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# Dairy Products and Alternatives in North Macedonia

August 2024

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024  
Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024  
Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024  
Table 5 - Penetration of Private Label by Category: % Value 2019-2024  
Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024  
Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029  
Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further fall in volume sales  
Special milk formula fares best  
Hipp holds on to top spot, bolstered by frequent product launches

PROSPECTS AND OPPORTUNITIES

Further decline over forecast period  
Manufacturers drive value growth through innovation  
Parents increasingly discerning

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2019-2024  
Table 10 - Sales of Baby Food by Category: Value 2019-2024  
Table 11 - Sales of Baby Food by Category: % Volume Growth 2019-2024  
Table 12 - Sales of Baby Food by Category: % Value Growth 2019-2024  
Table 13 - NBO Company Shares of Baby Food: % Value 2020-2024  
Table 14 - LBN Brand Shares of Baby Food: % Value 2021-2024  
Table 15 - Distribution of Baby Food by Format: % Value 2019-2024  
Table 16 - Forecast Sales of Baby Food by Category: Volume 2024-2029  
Table 17 - Forecast Sales of Baby Food by Category: Value 2024-2029  
Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029  
Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal fall in volume sales  
Butter benefits from its healthier positioning  
Several product launches within butter

PROSPECTS AND OPPORTUNITIES

Declining population continues to dampen sales  
Butter continues to outperform margarine and spreads  
Increasing fortification of spreads

CATEGORY DATA

- Table 20 - Sales of Butter and Spreads by Category: Volume 2019-2024
- Table 21 - Sales of Butter and Spreads by Category: Value 2019-2024
- Table 22 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
- Table 23 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024
- Table 24 - NBO Company Shares of Butter and Spreads: % Value 2020-2024
- Table 25 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024
- Table 26 - Distribution of Butter and Spreads by Format: % Value 2019-2024
- Table 27 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
- Table 28 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029
- Table 29 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
- Table 30 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Cheese in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cheese is most popular dairy product  
Hard cheese continues to lead in terms of value sales  
Numerous product launches

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period  
Continuing focus on protein  
Premiumisation and added health benefits key trends in mature product area

CATEGORY DATA

- Table 31 - Sales of Cheese by Category: Volume 2019-2024
- Table 32 - Sales of Cheese by Category: Value 2019-2024
- Table 33 - Sales of Cheese by Category: % Volume Growth 2019-2024
- Table 34 - Sales of Cheese by Category: % Value Growth 2019-2024
- Table 35 - Sales of Spreadable Cheese by Type: % Value 2019-2024
- Table 36 - Sales of Soft Cheese by Type: % Value 2019-2024
- Table 37 - Sales of Hard Cheese by Type: % Value 2019-2024
- Table 38 - NBO Company Shares of Cheese: % Value 2020-2024
- Table 39 - LBN Brand Shares of Cheese: % Value 2021-2024
- Table 40 - Distribution of Cheese by Format: % Value 2019-2024
- Table 41 - Forecast Sales of Cheese by Category: Volume 2024-2029
- Table 42 - Forecast Sales of Cheese by Category: Value 2024-2029
- Table 43 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029
- Table 44 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Drinking Milk Products in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy value growth in 2024  
Shelf stable milk continues to dominate  
Flavoured milk sees continuing growth

PROSPECTS AND OPPORTUNITIES

Moderate performance over forecast period  
Good prospects lie ahead for flavoured drinking milk  
Plant-based milk a threat to cow's milk

CATEGORY DATA

- Table 45 - Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 46 - Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 47 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 48 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 49 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 50 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 51 - Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 52 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 53 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 54 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 55 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Yoghurt and Sour Milk Products in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy current value growth in 2024  
Sour milk products register higher growth  
Flurry of product launches in 2024

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period  
Increasing demand for lactose-free  
Growing demand for organic and sustainable products

CATEGORY DATA

- Table 56 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
- Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
- Table 58 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
- Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
- Table 60 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
- Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
- Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
- Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
- Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
- Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
- Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
- Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Other Dairy in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Premiumisation drives value growth
- Focus on added protein
- Numerous product launches in 2024

PROSPECTS AND OPPORTUNITIES

- Stable growth over forecast period
- Evaporated milk retains consumer interest
- Cream remains one of the most robust products

CATEGORY DATA

- Table 68 - Sales of Other Dairy by Category: Volume 2019-2024
- Table 69 - Sales of Other Dairy by Category: Value 2019-2024
- Table 70 - Sales of Other Dairy by Category: % Volume Growth 2019-2024
- Table 71 - Sales of Other Dairy by Category: % Value Growth 2019-2024
- Table 72 - Sales of Cream by Type: % Value 2019-2024
- Table 73 - NBO Company Shares of Other Dairy: % Value 2020-2024
- Table 74 - LBN Brand Shares of Other Dairy: % Value 2021-2024
- Table 75 - Distribution of Other Dairy by Format: % Value 2019-2024
- Table 76 - Forecast Sales of Other Dairy by Category: Volume 2024-2029
- Table 77 - Forecast Sales of Other Dairy by Category: Value 2024-2029
- Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029
- Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

Plant-Based Dairy in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Plant-based dairy star performer in 2024.
- Plant-based milk still dominates
- Imported brands dominate plant-based dairy

PROSPECTS AND OPPORTUNITIES

- Positive outlook over forecast period
- Increasing scrutiny of plant-based offerings
- Plant-based dairy follows trends in traditional dairy

CATEGORY DATA

- Table 80 - Sales of Plant-Based Dairy by Category: Value 2019-2024
- Table 81 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024
- Table 82 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024
- Table 83 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024
- Table 84 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024
- Table 85 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029
- Table 86 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

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