



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in North Macedonia

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand rises but maturity and population decline continue to temper growth
Chilled and frozen processed seafood are the best performing categories
Level of new product development activity remains high

PROSPECTS AND OPPORTUNITIES

Traditional consumption habits and convenience appeal will support steady demand
Chilled and frozen processed seafood likely to witness greater premiumisation
Shelf stable processed red meat expected to be the weakest performer

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
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Staple Foods in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-north-macedonia/report.