Cooking Ingredients and Meals in North Macedonia

November 2024

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

DISCLAIMER

SOURCES

Edible Oils in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Maturity and population decline continue to limit volume growth potential

Olive oil and other edible oil are the fastest developing categories

Cheaper imports and pomace varieties increasingly favoured in olive oil

PROSPECTS AND OPPORTUNITIES

Sunflower oil set to remain the largest category despite poor growth prospects

Consumers will continue to gravitate towards healthier product types

Retail volume sales of corn oil and rapeseed oil expected to decline steadily

CATEGORY DATA

Meals and Soups in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing desire for convenience boosts demand in most categories

Prepared salads continues to profit from adoption of healthier eating habits

Podravka introduces multiple new products in ready meals

PROSPECTS AND OPPORTUNITIES

Overall demand for meals and soups set to remain reasonably solid

Prepared salads expected to be the best performing category

Retail volume growth prospects for dry soup are negligible

CATEGORY DATA

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Sauces, Dips and Condiments in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand for sauces, dips and condiments remains broadly stable

Dips posts the fastest growth in retail volume and current value sales

Vitaminka among the busiest players in terms of new launches

PROSPECTS AND OPPORTUNITIES

Steady growth in retail volume sales projected for most categories

Herbs and spices and salad dressings set to be the most dynamic performers

Consumption of mayonnaise expected to continue declining

CATEGORY DATA

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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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

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