



Euromonitor
International

Meals and Soups in North Macedonia

November 2024

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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

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Cooking Ingredients and Meals in North Macedonia - Industry Overview

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