



Euromonitor  
International

# Rtds in North Macedonia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs return to growth in 2024, supported by innovation and on-trade demand  
Olvi Oyj emerges as a strong challenger to Diageo  
Convenience and accessibility drive RTDs sales through small loal grocers and e-commerce

PROSPECTS AND OPPORTUNITIES

RTDs to maintain strong momentum, driven by innovation and convenience  
Recent success of Olvi Oyj could spur further new launches  
Flavour innovation to define the next stage of growth

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Alcoholic Drinks in North Macedonia - Industry Overview

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2024 key trends  
Competitive landscape  
Retail developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

MARKET BACKGROUND

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

OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

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DISCLAIMER

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