



Euromonitor
International

Processed Fruit and Vegetables in North Macedonia

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Processed Fruit and Vegetables in North Macedonia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales continue to increase steadily in volume and value terms

INDUSTRY PERFORMANCE

Frozen fruit remains the star performer

Shelf stable vegetables continue to lose ground to frozen varieties

WHAT'S NEXT

Processed fruit and vegetables retains solid growth prospects

Outlook is brightest for frozen processed vegetables

Rising health-consciousness will continue to erode appeal of shelf stable items

COMPETITIVE LANDSCAPE

Cermat, Bonum and Vipro Gevgelija remain the top three players

Ekstra Fungi is the most dynamic company in value growth terms

CHANNELS

Distribution still heavily concentrated in small local grocers

E-commerce is the fastest developing channel

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

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Staple Foods in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Overall demand picks up but population decline continues to limit growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Purchasing decisions and innovation increasingly influenced by health concerns

"Macedonian Best" campaign showcases local products

WHAT'S NEXT

Traditional consumption habits will continue to mitigate demographic challenges

Limited volume growth prospects expected to reinforce premiumisation

COMPETITIVE LANDSCAPE

Pekabesko remains the overall leader in staple foods

Dardanel Greece SA is the most dynamic company in value growth terms

CHANNELS

Small local grocers still the top distribution channel

E-commerce is the best performing channel

Falling inflation and rising tourism flows boost foodservice volume sales

MARKET DATA

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Table 19 - Penetration of Private Label by Category: % Value 2021-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

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Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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