



**Euromonitor
International**

Edible Oils in North Macedonia

November 2025

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Edible Oils in North Macedonia - Category analysis

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2025 DEVELOPMENTS

Overall demand for edible oils remains stable

INDUSTRY PERFORMANCE

Rising health-consciousness continues to favour olive oil

Macedonians show growing interest in other edible oils

WHAT'S NEXT?

Necessity status of edible oils will continue to support steady growth

Sunflower oil set to remain the dominant product type

Declining trend in corn oil consumption expected to persist

COMPETITIVE LANDSCAPE

Vitaminka AD maintains sizeable overall lead

Basso Fedele & Figli Srl is the most dynamic performer

CHANNELS

Small local grocers remains the top distribution channel

Penetration of e-commerce continues to rise

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Cooking Ingredients and Meals in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Current value growth slows but overall demand remains steady

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Desire for convenience remains a major demand driver

Macedonians show growing preference for healthier products

WHAT'S NEXT?

Most categories expected to perform positively in volume and value terms

Health and sustainability concerns will continue to shape competitive strategies

COMPETITIVE LANDSCAPE

Vitaminka AD remains the overall leader in cooking ingredients and meals
Mondelez International and Basso Fedele & Figli are the most dynamic players

CHANNELS

Sales still concentrated in the small local grocers channel
E-commerce is the best performing distribution channel

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