



Tea in North Macedonia

December 2025

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Tea in North Macedonia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fruit/herbal tea continues to dominate

INDUSTRY PERFORMANCE

Easing of inflation supports growth

Fruit/herbal tea registers highest value growth

WHAT'S NEXT?

Continuing growth over forecast period

Concern for the environment moves higher up the agenda

Stricter regulations being implemented

COMPETITIVE LANDSCAPE

Alkaloid holds on to commanding lead

Jan Spider gains most value share

CHANNELS

Small local grocers dominate, though retail e-commerce gains most value share

Some volume sales sizeable through foodservice

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Hot Drinks in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Positive growth, due to higher consumer confidence

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Positive picture overall

Price continues to drive sales

Health and wellness also a significant factor

WHAT'S NEXT?

Modest growth over forecast period

Focus on healthier positioning with tea and other hot drinks

Growing focus on sustainability

COMPETITIVE LANDSCAPE

Nestlé holds on to commanding lead, supported by a wide product portfolio

Illycaffè gains most value share

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Small local grocers continue to dominate

Retail e-commerce gains most value share

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