



Juice in North Macedonia

December 2025

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Juice in North Macedonia - Category analysis

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Increasing premiumisation

INDUSTRY PERFORMANCE

Modest volume growth in 2025

100% juice gains most volume share

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Continuing moderate growth

Continuing innovation, with local origin also being a key USP

Focus on value-added benefits

COMPETITIVE LANDSCAPE

Vivaks holds on to tight lead

Fruvita gains most volume share

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Volume sales sizeable through foodservice

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Both winners and losers

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