



Euromonitor
International

Bottled Water in North Macedonia

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Bottled Water in North Macedonia - Category analysis

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2025 DEVELOPMENTS

Flavoured bottled water increasingly popular

INDUSTRY PERFORMANCE

Positive performance in 2025

Still flavoured bottled water gains most volume share

WHAT'S NEXT?

Similar dynamics over forecast period

Functional bottled water also register volume growth, with messaging also focusing on quality

Higher extraction charges leads to price rises

COMPETITIVE LANDSCAPE

Kozuvchanka continues to have commanding lead

Large influx of new companies

CHANNELS

Small local grocers continue to dominate

Volume sales sizeable through foodservice

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Continuing price sensitivity

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Opportunities to add value

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