



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in North Macedonia

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Evropa Ad Leverages Affordable Innovation to Maintain Resilient Growth

Chart 1 - Evropa Fruit Bar Is Launched by One of the Largest Macedonian Confectionery Companies

Protein Bars and Fruit Snacks Capture Young Consumers with Health-Focused Launches

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Lidl'S Discount Strategy Set to Shift Consumer Loyalty to Affordable Biscuits

Evolving Dietary Preferences to Fuel Growth in Healthier Biscuits and Fruit Snacks

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Eti Leverages Brand Strength as Dm-Drogerie Markt Capitalises on Premium Fruit Snacks

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Impulse-Driven Leadership in Distribution

Retail E-Commerce Accelerates Reach with Regional Platforms and Convenience

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 11 - Real GDP Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in North Macedonia - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Makprogres Targets Value Shoppers to Sustain Demand

Chart 16 - Vincinni Rocky Salty Sticks Target Price-Sensitive Consumers

Helados Estiu Drives Premiumisation with Mochi Ice Cream

Rising Health and Convenience Expectations Fuel Innovation and Growth

Chart 17 - Value Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Health-Driven Innovation Will Enable Premium Snacks to Offset Shrinking Demand

Hybrid Work Lifestyles and Clean Labels to Reshape Consumer Expectations

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Kraškomerc Sustains Lead as Inkofoods Drives Premiumisation

Chart 21 - Brand Shares 2026

CHANNELS

Small Local Grocers Anchor Impulse-Driven Growth and Retain Dominance

Ananas and Regional Platforms Accelerate Online Snack Adoption

Chart 22 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 23 - Economic Context for Snacks

Chart 24 - Real GDP Growth 2021-2031

Chart 25 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 26 - Consumer Context for Snacks

Chart 27 - Population 2021-2031

Chart 28 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-north-macedonia/report.