Staple Foods in North Macedonia

March 2026

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Staple Foods in North Macedonia

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“Macedonian Best” campaign showcases local products

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COMPETITIVE LANDSCAPE

Pekabesko remains the overall leader in staple foods

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Frozen baked goods shows fastest growth in volume and value terms

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Healthier alternatives set to become more popular and widely available

Flat bread poised to gain further ground at expense of leavened varieties

COMPETITIVE LANDSCAPE

Artisanal producers continue to dominate baked goods

Kuchenmeister GmbH is the most dynamic performer in value growth terms

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E-commerce is the best performing channel

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CHANNELS

Small local grocers channel continues to dominate distribution landscape

E-commerce remains the fastest growing channel

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-north-macedonia/report.