



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in North Macedonia

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Overall demand remains stable

### INDUSTRY PERFORMANCE

Chilled processed seafood is the best performing category

Health concerns limit appeal of shelf stable products

### WHAT'S NEXT

Desire for convenience will remain a core demand driver

Premiumisation trend likely to gain momentum

Interest in meat and seafood substitutes set to rise

### COMPETITIVE LANDSCAPE

Pekabesko strengthens its leading position

"Macedonian Best" campaign lifts sales of domestic brands

### CHANNELS

Small local grocers remains the top distribution channel but continues to lose ground

E-commerce shows the fastest development

### CATEGORY DATA

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## Staple Foods in North Macedonia - Industry Overview

### EXECUTIVE SUMMARY

Overall demand picks up but population decline continues to limit growth

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Purchasing decisions and innovation increasingly influenced by health concerns

"Macedonian Best" campaign showcases local products

### WHAT'S NEXT

Traditional consumption habits will continue to mitigate demographic challenges

Limited volume growth prospects expected to reinforce premiumisation

## COMPETITIVE LANDSCAPE

Pekabesko remains the overall leader in staple foods

Dardanel Greece SA is the most dynamic company in value growth terms

## CHANNELS

Small local grocers still the top distribution channel

E-commerce is the best performing channel

Falling inflation and rising tourism flows boost foodservice volume sales

## MARKET DATA

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-north-macedonia/report](http://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-north-macedonia/report).