



Beer in North Macedonia

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

INDUSTRY PERFORMANCE

Lager Remains the Foundation, but Craft Beer Is Attracting Interest

Chart 1 - Craft Beer Bak Hazy Ipa Launches in 2025

Premiumisation Helping to Fuel Value Growth as Consumers Trade up

Economic Stability Supports Innovation and Mindful Consumption Choices

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Pivara Skopje and Prilepska Pivarnica Elevate Lager through Premiumisation

Craft Brewers Expand Stout and Dark Beer with Innovation and New Launches

Health-Focused Consumers to Drive Innovation in Non Alcoholic Beer

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pivara Skopje Strengthens Its Lead with Its Iconic Brand and Stable Demand

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Lead as Convenience Shapes Purchasing

Sakam Pivo and Ananas.Mk Accelerate E-Commerce Adoption with Variety and Reach

ECONOMIC CONTEXT

Chart 8 - Economic Context for Beer

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Beer

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Pivara Skopje Innovates with Premium Weissbier Amid Stable Demand

Chart 14 - First-Ever Domestic Weissbier Launched

Whitley Neill Gin Drives Flavour Innovation to Attract Adventurous Drinkers

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Local Brewers and Wineries Respond to Evolving Drinking Habits

Producers Embrace Premiumisation and Wellness to Fuel Innovation

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pivara Skopje Sustains Dominance as Olvi Oyj Disrupts with Popular Rtds

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Frequent Beer Purchases through Accessibility

Gemak.Mk and Ananas.Mk Accelerate Online Sales with Broad Assortments

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

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/beer-in-north-macedonia/report.