



**Euromonitor
International**

Sweet Spreads in North Macedonia

November 2025

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Sweet Spreads in North Macedonia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heightened budget-consciousness and health concerns depress demand

INDUSTRY PERFORMANCE

Nut and seed based spreads shows the strongest performance

Consumption of chocolate spreads and jams and preserves continues to fall

WHAT'S NEXT?

Overall retail volume sales set to remain in negative territory

Honey will continue to benefit from comparatively wholesome image

Innovation will be heavily influenced by rising health-consciousness

COMPETITIVE LANDSCAPE

Swisslion Takovo doo continues to lead sweet spreads

Mondelez International Inc is the most dynamic company

CHANNELS

Small local grocers remains the dominant distribution channel

E-commerce is the fastest developing channel

CATEGORY DATA

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Cooking Ingredients and Meals in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Current value growth slows but overall demand remains steady

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Desire for convenience remains a major demand driver

Macedonians show growing preference for healthier products

WHAT'S NEXT?

Most categories expected to perform positively in volume and value terms

Health and sustainability concerns will continue to shape competitive strategies

COMPETITIVE LANDSCAPE

Vitaminka AD remains the overall leader in cooking ingredients and meals
Mondelez International and Basso Fedele & Figli are the most dynamic players

CHANNELS

Sales still concentrated in the small local grocers channel
E-commerce is the best performing distribution channel

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