



Euromonitor
International

Sauces, Dips and Condiments in North Macedonia

November 2025

Sauces, Dips and Condiments in North Macedonia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising interest in cooking and desire for convenience continue to boost demand

INDUSTRY PERFORMANCE

Dips is the fastest growing category in current value terms

Mayonnaise consumption falls due to obesity and heart health concerns

WHAT'S NEXT?

Most categories expected to develop positively in volume and value terms

Salad dressings and herbs and spices set to be among the strongest performers

Health-oriented products likely to be prominent among new launches

COMPETITIVE LANDSCAPE

Trgoprodukt doo remains the overall leader

Lars dooel is the most dynamic player in terms of value sales growth

CHANNELS

Small local grocers channel continues to dominate distribution

E-commerce is the best performing channel

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

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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

MARKET DATA

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