



Baked Goods in North Macedonia

March 2026

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Baked Goods in North Macedonia - Category analysis

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2025 DEVELOPMENTS

Current value growth slows as retail volume sales rebound

INDUSTRY PERFORMANCE

Expanding offer of healthier options boosts leavened bread consumption

Frozen baked goods shows fastest growth in volume and value terms

WHAT'S NEXT

Overall demand expected to remain buoyant

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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Distribution concentrated in small local grocers and food/drink/tobacco specialists

E-commerce is the best performing channel

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Staple Foods in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Overall demand picks up but population decline continues to limit growth

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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

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