



Euromonitor
International

Carbonates in North Macedonia

December 2025

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Focus on healthier options

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Tonic water/mixers/other bitters registers highest volume growth

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Bleak outlook over forecast period

Players continue to innovate

Increasing focus on making carbonates healthier

COMPETITIVE LANDSCAPE

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Atlantic Trade gains most volume share

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Soft Drinks in North Macedonia - Industry Overview

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INDUSTRY PERFORMANCE

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Continuing price sensitivity

Health and wellness claims enter the mainstream

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Muted outlook over forecast period

Opportunities to add value

Both winners and losers

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