



# Energy Drinks in North Macedonia

December 2025

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## Energy Drinks in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Red Bull still dominates, but competition increasing

#### INDUSTRY PERFORMANCE

Healthy volume growth in 2025

Reduced sugar energy drinks gain most volume share, while functional sparkling offerings also growing in popularity

#### WHAT'S NEXT?

Healthy outlook over forecast period

Continuing innovation and differentiation

Possible tighter regulations

#### COMPETITIVE LANDSCAPE

Red Bull still dominates

Hungarian company Hell Energy gains most volume share

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Volume sales sizeable through foodservice

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A shift to healthier soft drinks

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Opportunities to add value

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