



Euromonitor
International

RTD Tea in North Macedonia

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RTD Tea in North Macedonia - Category analysis

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2025 DEVELOPMENTS

RTD tea benefits from shift away from carbonates

INDUSTRY PERFORMANCE

Moderate volume growth in 2025

Focus on flavour innovation and packaging

WHAT'S NEXT?

Moderate growth over forecast period

Increasing differentiation and premiumisation

Focus on health benefits, as well as flavour

COMPETITIVE LANDSCAPE

Vivaks holds on to tight lead, though Coca-Cola narrows gap

Kozuvchanka gains most volume share

CHANNELS

Supermarkets and small local grocers both sizeable

Some sales through foodservice

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A shift to healthier soft drinks

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Muted picture in 2025

Continuing price sensitivity

Health and wellness claims enter the mainstream

WHAT'S NEXT?

Muted outlook over forecast period

Opportunities to add value

Both winners and losers

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