



# RTD Tea in North Macedonia

December 2025

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## RTD Tea in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 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

#### CATEGORY DATA

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## Soft Drinks in North Macedonia - Industry Overview

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A shift to healthier soft drinks

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#### INDUSTRY PERFORMANCE

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

## COMPETITIVE LANDSCAPE

Fruvita gains most volume share

## CHANNELS

Small local grocers continue to dominate distribution

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-tea-in-north-macedonia/report](http://www.euromonitor.com/rtd-tea-in-north-macedonia/report).