



Edible Oils in North Macedonia

November 2025

Table of Contents

Edible Oils in North Macedonia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Overall demand for edible oils remains stable

INDUSTRY PERFORMANCE

Rising health-consciousness continues to favour olive oil

Macedonians show growing interest in other edible oils

WHAT'S NEXT?

Necessity status of edible oils will continue to support steady growth

Sunflower oil set to remain the dominant product type

Declining trend in corn oil consumption expected to persist

COMPETITIVE LANDSCAPE

Vitaminka AD maintains sizeable overall lead

Basso Fedele & Figli Srl is the most dynamic performer

CHANNELS

Small local grocers remains the top distribution channel

Penetration of e-commerce continues to rise

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Current value growth slows but overall demand remains steady

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Desire for convenience remains a major demand driver

Macedonians show growing preference for healthier products

WHAT'S NEXT?

Most categories expected to perform positively in volume and value terms

Health and sustainability concerns will continue to shape competitive strategies

COMPETITIVE LANDSCAPE

Vitaminka AD remains the overall leader in cooking ingredients and meals
Mondelez International and Basso Fedele & Figli are the most dynamic players

CHANNELS

Sales still concentrated in the small local grocers channel
E-commerce is the best performing distribution channel

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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