



Euromonitor
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Soft Drinks in North Macedonia

December 2025

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EXECUTIVE SUMMARY

A shift to healthier soft drinks

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[Bottled Water in North Macedonia](#)

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Flavoured bottled water increasingly popular

INDUSTRY PERFORMANCE

Positive performance in 2025

Still flavoured bottled water gains most volume share

WHAT'S NEXT?

Similar dynamics over forecast period

Functional bottled water also register volume growth, with messaging also focusing on quality

Higher extraction charges leads to price rises

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[Carbonates in North Macedonia](#)

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Focus on healthier options

INDUSTRY PERFORMANCE

Minimal retail volume growth in 2025

Tonic water/mixers/other bitters registers highest volume growth

WHAT'S NEXT?

Bleak outlook over forecast period

Players continue to innovate

Increasing focus on making carbonates healthier

COMPETITIVE LANDSCAPE

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[Concentrates in North Macedonia](#)

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2025 DEVELOPMENTS

Sluggish performance

INDUSTRY PERFORMANCE

Poor performance in 2025

Powder concentrates fare slightly better

WHAT'S NEXT?

Bleak outlook over forecast period
Powder concentrates maintain growth under pressure
Focus on adopting a healthier profile

COMEPETITIVE LANDSCAPE

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CHANNELS

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[Juice in North Macedonia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing premiumisation

INDUSTRY PERFORMANCE

Modest volume growth in 2025
100% juice gains most volume share

WHAT'S NEXT?

Continuing moderate growth
Continuing innovation, with local origin also being a key USP
Focus on value-added benefits

COMPETITIVE LANDSCAPE

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[RTD Coffee in North Macedonia](#)

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Moderate volume growth, though volume sales low

Several new product launches

WHAT'S NEXT?

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RTD Tea in North Macedonia

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RTD tea benefits from shift away from carbonates

INDUSTRY PERFORMANCE

Moderate volume growth in 2025

Focus on flavour innovation and packaging

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Moderate growth over forecast period

Increasing differentiation and premiumisation

Focus on health benefits, as well as flavour

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[Sports Drinks in North Macedonia](#)

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