



Juice in North Macedonia

December 2025

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2025 DEVELOPMENTS

Increasing premiumisation

INDUSTRY PERFORMANCE

Modest volume growth in 2025

100% juice gains most volume share

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Continuing moderate growth

Continuing innovation, with local origin also being a key USP

Focus on value-added benefits

COMPETITIVE LANDSCAPE

Vivaks holds on to tight lead

Fruvita gains most volume share

CHANNELS

Small local grocers continue to dominate, though retail e-commerce makes most gains

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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

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Muted outlook over forecast period

Opportunities to add value

Both winners and losers

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