



RTD Coffee in North Macedonia

December 2025

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RTD Coffee in North Macedonia - Category analysis

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2025 DEVELOPMENTS

High prices continue to dampen volume sales

INDUSTRY PERFORMANCE

Moderate volume growth, though volume sales low

Several new product launches

WHAT'S NEXT?

Muted volume growth over forecast period

Continuing product development

Wellness and sustainability key focus areas

COMPETITIVE LANDSCAPE

Two top players dominate

Increasing competition

CHANNELS

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Retail e-commerce gains the most volume share

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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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