



Euromonitor
International

Nappies/Diapers/Pants in North Macedonia

April 2026

Table of Contents

Nappies/Diapers/Pants in North Macedonia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters and Dm-Drogerie Markt Drive Value-Focused Purchasing

INDUSTRY PERFORMANCE

Discounters and Dm-Drogerie Markt Drive Value-Focused Purchasing

Happy Nice and Eco Boom Capture Dual Demand for Economy and Eco-Friendly Products

Chart 1 - Parents Increasingly Look at Economy Brands

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Major Retailers Expected to Expand E-Commerce to Capture Digitally Native Parents

Innovation in Eco-Friendly and Smart Features Anticipated to Broaden Consumer Appeal

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter and Gamble Co Sustains Leadership as Dm-Drogerie Markt Gains Ground

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Strengthen Position as Discounters and E-Commerce Accelerate Gains

Ananas.Mk and Paket.Mk Boost Online Shopping as Digital-Native Parents Shift Habits

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Nappies/Diapers/Pants

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Nappies/Diapers/Pants

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Ramstore, Reptil and Vero Expand Online Delivery to Meet Rising Demand

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Ramstore, Reptil and Vero Expand Online Delivery to Meet Rising Demand
Flutra Targets Horeca with Economy Tissue as Ananas.Mk Attracts Premium Buyers
Chart 18 - Key Product Launches Target Price-Sensitive Consumers
Chart 19 - Value Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation and Premiumisation Anticipated to Offset Declining Consumer Base
E-Commerce Expected to Drive Rapid Diversification and Access
Chart 21 - What's Next? for Tissue and Hygiene
Sustainability Anticipated to Accelerate Value Growth
Chart 22 - Forecast Value Sales 2020-2030
Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Paloma Dd Accelerates Share Gains as the Procter & Gamble Co Retains Leadership
Chart 24 - Company Shares 2025
Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Sustain Lead While Small Local Grocers Remain Significant
Online Retailers Capture Growth as Convenience Drives Digital Adoption
Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene
Chart 28 - Real Gdp Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene
Chart 31 - Population 2020-2030
Chart 32 - Consumer Expenditure 2020-2030
Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nappies-diapers-pants-in-north-macedonia/report.