



Euromonitor  
International

# Staple Foods in North Macedonia

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## Staple Foods in North Macedonia

### EXECUTIVE SUMMARY

Overall demand picks up but population decline continues to limit growth

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Purchasing decisions and innovation increasingly influenced by health concerns

“Macedonian Best” campaign showcases local products

#### WHAT'S NEXT

Traditional consumption habits will continue to mitigate demographic challenges

Limited volume growth prospects expected to reinforce premiumisation

#### COMPETITIVE LANDSCAPE

Pekabesko remains the overall leader in staple foods

Dardanel Greece SA is the most dynamic company in value growth terms

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Small local grocers still the top distribution channel

E-commerce is the best performing channel

Falling inflation and rising tourism flows boost foodservice volume sales

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## Baked Goods in North Macedonia

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Current value growth slows as retail volume sales rebound

#### INDUSTRY PERFORMANCE

Expanding offer of healthier options boosts leavened bread consumption

Frozen baked goods shows fastest growth in volume and value terms

#### WHAT'S NEXT

Overall demand expected to remain buoyant  
Healthier alternatives set to become more popular and widely available  
Flat bread poised to gain further ground at expense of leavened varieties

## COMPETITIVE LANDSCAPE

Artisanal producers continue to dominate baked goods  
Kuchenmeister GmbH is the most dynamic performer in value growth terms

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[Breakfast Cereals in North Macedonia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience factor and high levels of innovation continue to boost demand

## INDUSTRY PERFORMANCE

Hot cereals still the biggest category in retail volume terms  
Muesli and granola is the most dynamic performer

## WHAT'S NEXT

Retail volume and current value sales expected to increase steadily  
Children's breakfast cereals set to be the fastest growing category  
Healthier options will feature prominently among new launches

## COMPETITIVE LANDSCAPE

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Frozen fruit remains the star performer

Shelf stable vegetables continue to lose ground to frozen varieties

#### WHAT'S NEXT

Processed fruit and vegetables retains solid growth prospects

Outlook is brightest for frozen processed vegetables

Rising health-consciousness will continue to erode appeal of shelf stable items

#### COMPETITIVE LANDSCAPE

Cermat, Bonum and Vipro Gevgelija remain the top three players

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## 2025 DEVELOPMENTS

Overall demand remains stable

## INDUSTRY PERFORMANCE

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Health concerns limit appeal of shelf stable products

## WHAT'S NEXT

Desire for convenience will remain a core demand driver

Premiumisation trend likely to gain momentum

Interest in meat and seafood substitutes set to rise

## COMPETITIVE LANDSCAPE

Pekabesko strengthens its leading position

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## CHANNELS

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[Rice, Pasta and Noodles in North Macedonia](#)

## KEY DATA FINDINGS

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Deeply ingrained consumption habits underpin stable demand

### INDUSTRY PERFORMANCE

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Retail volume sales of plain noodles continue to fall

### WHAT'S NEXT

Overall demand set to remain steady

Instant noodles will retain strong convenience appeal among younger demographics

Healthy eating trend will continue to shape new product development activity

### COMPETITIVE LANDSCAPE

Makprogres remains the overall leader due to its strength in rice

Zito Polog ad posts fastest value growth rate

## CHANNELS

Small local grocers channel continues to dominate distribution landscape

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/staple-foods-in-north-macedonia/report](http://www.euromonitor.com/staple-foods-in-north-macedonia/report).