

Cooking Ingredients and Meals in North Macedonia

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EXECUTIVE SUMMARY

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DISCLAIMER

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Edible Oils in North Macedonia

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2024 DEVELOPMENTS

Maturity and population decline continue to limit volume growth potential

Olive oil and other edible oil are the fastest developing categories

Cheaper imports and pomace varieties increasingly favoured in olive oil

PROSPECTS AND OPPORTUNITIES

Sunflower oil set to remain the largest category despite poor growth prospects

Consumers will continue to gravitate towards healthier product types

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Growing desire for convenience boosts demand in most categories

Prepared salads continues to profit from adoption of healthier eating habits

Podravka introduces multiple new products in ready meals

PROSPECTS AND OPPORTUNITIES

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Sauces, Dips and Condiments in North Macedonia

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2024 DEVELOPMENTS

Overall demand for sauces, dips and condiments remains broadly stable Dips posts the fastest growth in retail volume and current value sales Vitaminka among the busiest players in terms of new launches

PROSPECTS AND OPPORTUNITIES

Steady growth in retail volume sales projected for most categories

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Sweet Spreads in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased budget-consciousness and health concerns depress demand

Nut and seed based spreads shows the most resilient performance

Nut and seed based spreads and chocolate spreads witness several new launches

PROSPECTS AND OPPORTUNITIES

Demand for jams and preserves and chocolate spreads will continue to fall Nut and seed based spreads set to remain the best performing category Further distribution gains expected for e-commerce in sweet spreads

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