



# Cooking Ingredients and Meals in North Macedonia

November 2025

## Cooking Ingredients and Meals in North Macedonia

### EXECUTIVE SUMMARY

Current value growth slows but overall demand remains steady

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Desire for convenience remains a major demand driver

Macedonians show growing preference for healthier products

#### WHAT'S NEXT?

Most categories expected to perform positively in volume and value terms

Health and sustainability concerns will continue to shape competitive strategies

#### COMPETITIVE LANDSCAPE

Vitaminka AD remains the overall leader in cooking ingredients and meals

Mondelez International and Basso Fedele & Figli are the most dynamic players

#### CHANNELS

Sales still concentrated in the small local grocers channel

E-commerce is the best performing distribution channel

#### MARKET DATA

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#### SOURCES

Summary 1 - Research Sources

## Edible Oils in North Macedonia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Overall demand for edible oils remains stable

#### INDUSTRY PERFORMANCE

Rising health-consciousness continues to favour olive oil

Macedonians show growing interest in other edible oils

#### WHAT'S NEXT?

Necessity status of edible oils will continue to support steady growth

Sunflower oil set to remain the dominant product type  
Declining trend in corn oil consumption expected to persist

## COMPETITIVE LANDSCAPE

Vitaminka AD maintains sizeable overall lead  
Basso Fedele & Figli Srl is the most dynamic performer

## CHANNELS

Small local grocers remains the top distribution channel  
Penetration of e-commerce continues to rise

## CATEGORY DATA

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[Meals and Soups in North Macedonia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience factor underpins growing appeal of meals and soups

## INDUSTRY PERFORMANCE

Prepared salads is the fastest developing category  
Health concerns continue to restrict consumption of dry soup

## WHAT'S NEXT?

Overall demand set to remain solid  
Healthier alternatives will be a focal point for innovation  
Ready meals likely to witness greater flavour diversification

## COMPETITIVE LANDSCAPE

Podravka remains the leading producer  
Food Bar is the best performing company in value growth terms

## CHANNELS

Distribution still heavily concentrated in small local grocers  
E-commerce is the most dynamic distribution channel

## CATEGORY DATA

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### Sauces, Dips and Condiments in North Macedonia

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Rising interest in cooking and desire for convenience continue to boost demand

#### INDUSTRY PERFORMANCE

Dips is the fastest growing category in current value terms

Mayonnaise consumption falls due to obesity and heart health concerns

#### WHAT'S NEXT?

Most categories expected to develop positively in volume and value terms

Salad dressings and herbs and spices set to be among the strongest performers

Health-oriented products likely to be prominent among new launches

#### COMPETITIVE LANDSCAPE

Trgoprodukt doo remains the overall leader

Lars dooel is the most dynamic player in terms of value sales growth

#### CHANNELS

Small local grocers channel continues to dominate distribution

E-commerce is the best performing channel

#### CATEGORY DATA

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### Sweet Spreads in North Macedonia

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Heightened budget-consciousness and health concerns depress demand

## INDUSTRY PERFORMANCE

Nut and seed based spreads shows the strongest performance

Consumption of chocolate spreads and jams and preserves continues to fall

## WHAT'S NEXT?

Overall retail volume sales set to remain in negative territory

Honey will continue to benefit from comparatively wholesome image

Innovation will be heavily influenced by rising health-consciousness

## COMPETITIVE LANDSCAPE

Swisslion Takovo doo continues to lead sweet spreads

Mondelez International Inc is the most dynamic company

## CHANNELS

Small local grocers remains the dominant distribution channel

E-commerce is the fastest developing channel

## CATEGORY DATA

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