



Euromonitor
International

Cider/Perry in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cider/perry enjoys increase in popularity, albeit from low base
- Carlberg maintains dominant position
- Modern retail channels lead cider/perry sales

PROSPECTS AND OPPORTUNITIES

- Cider/perry set for continued growth despite seasonal and demographic challenges
- Artisinal production will see further expansion
- Wine-inspired offerings to drive growth

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Alcoholic Drinks in North Macedonia - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

OPERATING ENVIRONMENT

- Contraband/parallel trade
- Duty free
- Cross-border/private imports

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DISCLAIMER

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