



Euromonitor
International

Rtds in North Macedonia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs return to growth in 2024, supported by innovation and on-trade demand
Olvi Oyj emerges as a strong challenger to Diageo
Convenience and accessibility drive RTDs sales through small loal grocers and e-commerce

PROSPECTS AND OPPORTUNITIES

RTDs to maintain strong momentum, driven by innovation and convenience
Recent success of Olvi Oyj could spur further new launches
Flavour innovation to define the next stage of growth

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Alcoholic Drinks in North Macedonia - Industry Overview

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- 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
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DISCLAIMER

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