



Euromonitor
International

Wine in North Macedonia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wine outperforms beer amid rising premiumisation
- Ongoing innovation, with focus on organic launches
- Off-trade remains dominant in wine distribution as e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

- Steady growth expected, with imported sparkling varieties leading the way
- Greater focus on health and sustainable practices
- E-commerce will drive growth

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EXECUTIVE SUMMARY

- 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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