



Euromonitor
International

Yoghurt and Sour Milk Products in North Macedonia

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health awareness helps to maintain robust demand
IMB Mlekara Bitola continues to lead yoghurt and sour milk products
Small local grocers still the most important distribution channel

PROSPECTS AND OPPORTUNITIES

Category expected to continue expanding steadily in volume and value terms
Health benefits will remain chief focal point for new product development activity
Threat from plant-based varieties likely to become more pronounced

CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
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Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
Table 17 - Penetration of Private Label by Category: % Value 2020-2025
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/yoghurt-and-sour-milk-products-in-north-macedonia/report.