



# Processed Fruit and Vegetables in North Macedonia

March 2026

## Processed Fruit and Vegetables in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales continue to increase steadily in volume and value terms

#### INDUSTRY PERFORMANCE

Frozen fruit remains the star performer

Shelf stable vegetables continue to lose ground to frozen varieties

#### WHAT'S NEXT

Processed fruit and vegetables retains solid growth prospects

Outlook is brightest for frozen processed vegetables

Rising health-consciousness will continue to erode appeal of shelf stable items

#### COMPETITIVE LANDSCAPE

Cermat, Bonum and Vipro Gevgelija remain the top three players

Ekstra Fungi is the most dynamic company in value growth terms

#### CHANNELS

Distribution still heavily concentrated in small local grocers

E-commerce is the fastest developing channel

#### CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

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## Staple Foods in North Macedonia - Industry Overview

### EXECUTIVE SUMMARY

Overall demand picks up but population decline continues to limit growth

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Purchasing decisions and innovation increasingly influenced by health concerns

"Macedonian Best" campaign showcases local products

#### WHAT'S NEXT

Traditional consumption habits will continue to mitigate demographic challenges

Limited volume growth prospects expected to reinforce premiumisation

## COMPETITIVE LANDSCAPE

Pekabesko remains the overall leader in staple foods

Dardanel Greece SA is the most dynamic company in value growth terms

## CHANNELS

Small local grocers still the top distribution channel

E-commerce is the best performing channel

Falling inflation and rising tourism flows boost foodservice volume sales

## MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

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Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

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Table 19 - Penetration of Private Label by Category: % Value 2021-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

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Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## SOURCES

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-north-macedonia/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-north-macedonia/report).