



Euromonitor
International

Breakfast Cereals in North Macedonia

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Breakfast Cereals in North Macedonia - Category analysis

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2025 DEVELOPMENTS

Convenience factor and high levels of innovation continue to boost demand

INDUSTRY PERFORMANCE

Hot cereals still the biggest category in retail volume terms

Muesli and granola is the most dynamic performer

WHAT'S NEXT

Retail volume and current value sales expected to increase steadily

Children's breakfast cereals set to be the fastest growing category

Healthier options will feature prominently among new launches

COMPETITIVE LANDSCAPE

Cereal Partners Worldwide retains clear lead

Makprogres posts fastest growth as domestic firms continue to gain ground

CHANNELS

Small local grocers remains the dominant distribution channel

E-commerce sales continue to rise rapidly

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Staple Foods in North Macedonia - Industry Overview

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Overall demand picks up but population decline continues to limit growth

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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

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