

Carbonates in North Macedonia

December 2025

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Focus on healthier options

INDUSTRY PERFORMANCE

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Tonic water/mixers/other bitters registers highest volume growth

WHAT'S NEXT?

Bleak outlook over forecast period

Players continue to innovate

Increasing focus on making carbonates healthier

COMPETITIVE LANDSCAPE

Coca-Cola's Pivara holds on to commanding lead

Atlantic Trade gains most volume share

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Health and wellness claims enter the mainstream

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Opportunities to add value

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