



Euromonitor
International

Bottled Water in North Macedonia

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2025 DEVELOPMENTS

Flavoured bottled water increasingly popular

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Positive performance in 2025

Still flavoured bottled water gains most volume share

WHAT'S NEXT?

Similar dynamics over forecast period

Functional bottled water also register volume growth, with messaging also focusing on quality

Higher extraction charges leads to price rises

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Large influx of new companies

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Health and wellness claims enter the mainstream

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