



# Baby and Child-Specific Products in North Macedonia

June 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Premiumisation and Diversification Drive Growth Amid Demographic Decline  
Baby Wipes Dominate Retail Sales, While Sun Care Leads Dynamic Growth  
Brands Leverage Clean Beauty and E-Commerce to Capture Premium Niche

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Prioritise Affordability Amid Demographic Challenges  
Baby Wipes Set to Sustain Dominance, While Sun Care Surges in Growth  
Premiumisation and E-Commerce Anticipated to Transform Product Innovation and Distribution

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Reinforce Positions through Trusted Brands and Innovation

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Pharmacies Lead Distribution as Consumers Seek Professional Guidance  
Specialised Online Retailers and Pharmacies Accelerate E-Commerce Growth

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Baby and Child-Specific Products

Chart 10 - Real GDP Growth 2020-2030

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CONSUMER CONTEXT

Chart 12 - Consumer Context for Baby and Child-Specific Products

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

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Beauty and Personal Care in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

North Macedonia's Beauty and Personal Care Value Growth Defies Demographic Challenges  
Skin Care Leads Value Sales as Premiumisation and Wellness Drive Demand

Ignea Kozmetika'S Leda Lux Divine Cream Exemplifies Longevity-Driven Premium Innovation

Chart 16 - Leda Lux Divine Cream within Anti-Agers Gets Shortlisted for a 2025 European Award

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Leading Companies Expected to Innovate to Sustain Growth Amid Demographic Decline

Skin Care Set to Lead Value Sales, Driven by Premiumisation and Wellness Focus

Technology and Premiumisation Anticipated to Shape Innovation and Sales Strategies

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Their Positions through Diversified Portfolios and Innovation

Emerging Brands and Strategic Innovations Fuel Competitive Dynamics and Growth Opportunities

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

## CHANNELS

Modern Grocery Retailers Consolidate Dominance through Wide Assortments and Competitive Pricing

Digital Transformation and Asian Beauty Drive Retail Evolution

Leading Online Retailers Expand Regional Reach to Capitalise on Growing Demand

Chart 24 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Beauty and Personal Care

Chart 26 - Real GDP Growth 2020-2030

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## CONSUMER CONTEXT

Chart 28 - Consumer Context for Beauty and Personal Care

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - Population by Generation 2025

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