Staple Foods in North Macedonia

March 2026

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Overall demand expected to remain buoyant

Healthier alternatives set to become more popular and widely available

Flat bread poised to gain further ground at expense of leavened varieties

COMPETITIVE LANDSCAPE

Artisanal producers continue to dominate baked goods

Kuchenmeister GmbH is the most dynamic performer in value growth terms

CHANNELS

Distribution concentrated in small local grocers and food/drink/tobacco specialists

E-commerce is the best performing channel

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Breakfast Cereals in North Macedonia

KEY DATA FINDINGS

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

CATEGORY DATA

2025 DEVELOPMENTS

Overall demand remains stable

INDUSTRY PERFORMANCE

Chilled processed seafood is the best performing category

Health concerns limit appeal of shelf stable products

WHAT'S NEXT

Desire for convenience will remain a core demand driver

Premiumisation trend likely to gain momentum

Interest in meat and seafood substitutes set to rise

COMPETITIVE LANDSCAPE

Pekabesko strengthens its leading position

"Macedonian Best" campaign lifts sales of domestic brands

CHANNELS

Small local grocers remains the top distribution channel but continues to lose ground

E-commerce shows the fastest development

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Rice, Pasta and Noodles in North Macedonia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Deeply ingrained consumption habits underpin stable demand

INDUSTRY PERFORMANCE

Chilled pasta remains the most dynamic category

Retail volume sales of plain noodles continue to fall

WHAT'S NEXT

Overall demand set to remain steady

Instant noodles will retain strong convenience appeal among younger demographics

Healthy eating trend will continue to shape new product development activity

COMPETITIVE LANDSCAPE

Makprogres remains the overall leader due to its strength in rice

Zito Polog ad posts fastest value growth rate

CHANNELS

Small local grocers channel continues to dominate distribution landscape

E-commerce remains the fastest growing channel

CATEGORY DATA

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