



Cooking Ingredients and Meals in North Macedonia

November 2025

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EXECUTIVE SUMMARY

Current value growth slows but overall demand remains steady

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Desire for convenience remains a major demand driver

Macedonians show growing preference for healthier products

WHAT'S NEXT?

Most categories expected to perform positively in volume and value terms

Health and sustainability concerns will continue to shape competitive strategies

COMPETITIVE LANDSCAPE

Vitaminka AD remains the overall leader in cooking ingredients and meals

Mondelez International and Basso Fedele & Figli are the most dynamic players

CHANNELS

Sales still concentrated in the small local grocers channel

E-commerce is the best performing distribution channel

MARKET DATA

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Edible Oils in North Macedonia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Overall demand for edible oils remains stable

INDUSTRY PERFORMANCE

Rising health-consciousness continues to favour olive oil

Macedonians show growing interest in other edible oils

WHAT'S NEXT?

Necessity status of edible oils will continue to support steady growth

Sunflower oil set to remain the dominant product type
Declining trend in corn oil consumption expected to persist

COMPETITIVE LANDSCAPE

Vitaminka AD maintains sizeable overall lead
Basso Fedele & Figli Srl is the most dynamic performer

CHANNELS

Small local grocers remains the top distribution channel
Penetration of e-commerce continues to rise

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[Meals and Soups in North Macedonia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience factor underpins growing appeal of meals and soups

INDUSTRY PERFORMANCE

Prepared salads is the fastest developing category
Health concerns continue to restrict consumption of dry soup

WHAT'S NEXT?

Overall demand set to remain solid
Healthier alternatives will be a focal point for innovation
Ready meals likely to witness greater flavour diversification

COMPETITIVE LANDSCAPE

Podravka remains the leading producer
Food Bar is the best performing company in value growth terms

CHANNELS

Distribution still heavily concentrated in small local grocers
E-commerce is the most dynamic distribution channel

CATEGORY DATA

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Sauces, Dips and Condiments in North Macedonia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising interest in cooking and desire for convenience continue to boost demand

INDUSTRY PERFORMANCE

Dips is the fastest growing category in current value terms

Mayonnaise consumption falls due to obesity and heart health concerns

WHAT'S NEXT?

Most categories expected to develop positively in volume and value terms

Salad dressings and herbs and spices set to be among the strongest performers

Health-oriented products likely to be prominent among new launches

COMPETITIVE LANDSCAPE

Trgoprodukt doo remains the overall leader

Lars dooel is the most dynamic player in terms of value sales growth

CHANNELS

Small local grocers channel continues to dominate distribution

E-commerce is the best performing channel

CATEGORY DATA

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Sweet Spreads in North Macedonia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heightened budget-consciousness and health concerns depress demand

INDUSTRY PERFORMANCE

Nut and seed based spreads shows the strongest performance

Consumption of chocolate spreads and jams and preserves continues to fall

WHAT'S NEXT?

Overall retail volume sales set to remain in negative territory

Honey will continue to benefit from comparatively wholesome image

Innovation will be heavily influenced by rising health-consciousness

COMPETITIVE LANDSCAPE

Swisslion Takovo doo continues to lead sweet spreads

Mondelez International Inc is the most dynamic company

CHANNELS

Small local grocers remains the dominant distribution channel

E-commerce is the fastest developing channel

CATEGORY DATA

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