



Meals and Soups in North Macedonia

November 2025

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Meals and Soups in North Macedonia - Category analysis

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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

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Cooking Ingredients and Meals in North Macedonia - Industry Overview

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

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