

Butter and Spreads in North Macedonia

<https://marketpublishers.com/r/B0E007DE12AEN.html>

Date: September 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: B0E007DE12AEN

Abstracts

The butter and spreads category is seeing marginal volume decline in 2023 as inflationary pressures continue to take its toll. While margarine and spreads continues to decline in retail volume terms, butter is growing moderately despite the shrinking consumer base. As the price advantage of margarine and spreads has been eroded in recent years due to rising manufacturing costs, consumers have turned to butter, which is now not much more expensive than margarine. This process has been exacerbated...

Euromonitor International's Butter and Spreads in North Macedonia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Spreads market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

BUTTER AND SPREADS IN NORTH MACEDONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal category decline caused by falling consumption of margarine and spreads

Butter seen as a healthier alternative to margarine and spreads

Meggle improves the image of its flagship butter and margarine brands

PROSPECTS AND OPPORTUNITIES

Butter to outperform margarine and spreads due to healthy image and lower price gap

Product development to inject growth into butter category

Health and wellness to come to the fore via the emergence of fortified/functional spreads

CATEGORY DATA

Table 1 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 2 Sales of Butter and Spreads by Category: Value 2018-2023

Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 4 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 6 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 7 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 9 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN NORTH MACEDONIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value

2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value
2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value
Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Butter and Spreads in North Macedonia

Product link: <https://marketpublishers.com/r/B0E007DE12AEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B0E007DE12AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970