

# Modern Grocery Retailers in North Macedonia

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## Abstracts

Modern grocery retailers continue to outperform traditional grocery retailers in 2021 thanks to the growing consumer preference for modern retailing outlets. In fact, two out of the top three grocery retailing players are modern grocery retailers (namely KAM and Tinex). Amongst the most popular features are the greater level of convenience modern grocery retailers offer, the larger and more pleasant selling spaces, and the wider range of products and brands. Another strong selling point of moder...

Euromonitor International's Modern Grocery Retailers in North Macedonia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Convenience Stores, Discounters, Forecourt Retailers, Hypermarkets, Supermarkets.

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

## Why buy this report?

Get a detailed picture of the Modern Grocery Retailers 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

### MODERN GROCERY RETAILERS IN NORTH MACEDONIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Modern grocery retailers outperform traditional channels thanks to convenience, broader product selection and larger outlet formats

Consumer focus on low prices helps KAM maintain fastest growth within channel

Grandprom-Zur is the rising star within modern grocery retailing in 2021

#### PROSPECTS AND OPPORTUNITIES

Competitive unit prices and abundant retail spaces help modern grocery retailers maintain their edge over traditional channels

Discounters to remain the fastest growing retail channel over the forecast period

Few if any new international retailers are considering entering North Macedonia

#### CHANNEL DATA

Table 1 Modern Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 2 Modern Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 Sales in Modern Grocery Retailers by Channel: Value 2016-2021

Table 4 Sales in Modern Grocery Retailers by Channel: % Value Growth 2016-2021

Table 5 Modern Grocery Retailers Outlets by Channel: Units 2016-2021

Table 6 Modern Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 7 Modern Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 8 Modern Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 9 Modern Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 10 Modern Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 11 Modern Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 12 Modern Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 13 Forecast Sales in Modern Grocery Retailers by Channel: Value 2021-2026

Table 14 Forecast Sales in Modern Grocery Retailers by Channel: % Value Growth 2021-2026

Table 15 Forecast Modern Grocery Retailers Outlets by Channel: Units 2021-2026

Table 16 Forecast Modern Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

### RETAILING IN NORTH MACEDONIA

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

COVID-19 vaccination certificate is introduced affecting entry to shopping malls  
Retailers must now charge a fee for carrier bags and keep prices fixed for certain products after government rulings

Major brands Tinex and Comodita Home continue outlet expansions

What next for retailing?

## OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Christmas and New Year's Eve

Valentine's Day / St. Trifun

New School Year

Payments

Delivery and collections

Emerging business models

## MARKET DATA

Table 17 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 18 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 19 Sales in Store-Based Retailing by Channel: Value 2016-2021

Table 20 Sales in Store-Based Retailing by Channel: % Value Growth 2016-2021

Table 21 Store-Based Retailing Outlets by Channel: Units 2016-2021

Table 22 Store-Based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 23 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 24 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 25 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 26 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 27 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 28 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 29 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 30 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 31 Retailing GBO Company Shares: % Value 2017-2021

Table 32 Retailing GBN Brand Shares: % Value 2018-2021

Table 33 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 34 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 35 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

- Table 36 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 37 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 38 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 39 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 40 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 41 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 42 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 43 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 44 Forecast Sales in Store-Based Retailing by Channel: Value 2021-2026
- Table 45 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2021-2026
- Table 46 Forecast Store-Based Retailing Outlets by Channel: Units 2021-2026
- Table 47 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 48 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 49 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 50 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 51 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 52 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 53 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
- Table 54 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
- Table 55 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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