

Retail in North Macedonia

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Abstracts

The war in Ukraine had a negative impact, with the resultant energy crisis leading to high inflation and dampening volume sales somewhat. As a result, while overall retail registered a healthy increase in current value sales in 2022, constant value sales fell. With this background, consumers were highly price sensitive, and there was a degree of trading down. The volume fall was also due to a continuing decline in population, as a result of both a falling birth rate and continuing emigration of...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

Get a detailed picture of the Retail 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.

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