

Retailing in North Macedonia

<https://marketpublishers.com/r/R85893B2329EN.html>

Date: April 2022

Pages: 80

Price: US\$ 2,100.00 (Single User License)

ID: R85893B2329EN

Abstracts

After a major slowdown in value growth in 2020 when major retailers (particularly those operating within large shopping malls) were disrupted, growth accelerated in 2021 to record double-digit value growth. There were no significant lockdowns in this year and, with COVID-19 having less impact on the country, economic conditions improved, leading to greater purchasing power for consumers. The strong retailing performance in 2021 is largely thanks to the rebound of non-grocery retailing as such st...

Euromonitor International's Retailing 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: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing 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

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

Table 2 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 3 Sales in Store-Based Retailing by Channel: Value 2016-2021

Table 4 Sales in Store-Based Retailing by Channel: % Value Growth 2016-2021

Table 5 Store-Based Retailing Outlets by Channel: Units 2016-2021

Table 6 Store-Based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 7 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 9 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 10 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 11 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 12 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 13 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 14 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 15 Retailing GBO Company Shares: % Value 2017-2021	
Table 16 Retailing GBN Brand Shares: % Value 2018-2021	
Table 17 Store-based Retailing GBO Company Shares: % Value 2017-2021	
Table 18 Store-based Retailing GBN Brand Shares: % Value 2018-2021	
Table 19 Store-based Retailing LBN Brand Shares: Outlets 2018-2021	
Table 20 Non-Store Retailing GBO Company Shares: % Value 2017-2021	
Table 21 Non-Store Retailing GBN Brand Shares: % Value 2018-2021	
Table 22 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021	
Table 23 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021	
Table 24 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021	
Table 25 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021	
Table 26 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026	
Table 27 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026	
Table 28 Forecast Sales in Store-Based Retailing by Channel: Value 2021-2026	
Table 29 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2021-2026	
Table 30 Forecast Store-Based Retailing Outlets by Channel: Units 2021-2026	
Table 31 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026	
Table 32 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026	
Table 33 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026	
Table 34 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026	
Table 35 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026	
Table 36 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026	
Table 37 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026	
Table 38 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026	
Table 39 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026	

DISCLAIMER

SOURCES

Summary 2 Research Sources

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

Table 41 Modern Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 42 Sales in Modern Grocery Retailers by Channel: Value 2016-2021

Table 43 Sales in Modern Grocery Retailers by Channel: % Value Growth 2016-2021

Table 44 Modern Grocery Retailers Outlets by Channel: Units 2016-2021

Table 45 Modern Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 46 Modern Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 47 Modern Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 48 Modern Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 49 Modern Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 50 Modern Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 51 Modern Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 52 Forecast Sales in Modern Grocery Retailers by Channel: Value 2021-2026

Table 53 Forecast Sales in Modern Grocery Retailers by Channel: % Value Growth 2021-2026

Table 54 Forecast Modern Grocery Retailers Outlets by Channel: Units 2021-2026

Table 55 Forecast Modern Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

TRADITIONAL GROCERY RETAILERS IN NORTH MACEDONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Traditional grocery retailers see accelerated growth thanks to local shopping trend

COVID-19 resulted in bankruptcies for smaller family-owned businesses

Innovation and more competitive prices help traditional grocery retailers expand

PROSPECTS AND OPPORTUNITIES

Traditional grocery retailers need to rethink their strategies to stay competitive

Consumers to continue shifting from traditional grocery retailers to modern channels,

seeking better shopping experiences and convenience

Despite slow predicted growth, traditional grocery retailers will not become obscure

CHANNEL DATA

Table 56 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space
2016-2021

Table 57 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: %
Growth 2016-2021

Table 58 Traditional Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 59 Traditional Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 60 Traditional Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 61 Traditional Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 62 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling
Space 2021-2026

Table 63 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling
Space: % Growth 2021-2026

APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN NORTH MACEDONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 contributes to continued decline of total number of apparel and footwear
specialist outlets

Apparel and footwear specialists operating in the large shopping malls negatively
impacted by the introduction of COVID-19 certificates

LC Waikiki retains brand leadership despite share drop

PROSPECTS AND OPPORTUNITIES

Convincing value growth expected as society reopens post-COVID-19

Number of outlets to decline as pandemic-related bankruptcies take their toll

More international brand entries expected over the forecast period

CHANNEL DATA

Table 64 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling
Space 2016-2021

Table 65 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling
Space: % Growth 2016-2021

Table 66 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value
2017-2021

Table 67 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value
2018-2021

Table 68 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets
2018-2021

Table 69 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space

2018-2021

Table 70 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 71 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HEALTH AND BEAUTY SPECIALIST RETAILERS IN NORTH MACEDONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong value growth continues thanks to stable demand for chemists/pharmacies
Local beauty specialists benefit from reduced international travel as consumers purchase domestically instead

Organic expansion of dm-Drogerie Markt continues despite impact of pandemic

PROSPECTS AND OPPORTUNITIES

COVID-19 to help boost sales via health specialists over the early forecast period
dm-Drogerie Markt continues growth trend via customer-focused marketing efforts
E-commerce set to steal some share from store-based sales

CHANNEL DATA

Table 72 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 73 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 74 Sales in Health and Beauty Specialist Retailers by Channel: Value 2016-2021

Table 75 Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2016-2021

Table 76 Health and Beauty Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 77 Health and Beauty Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 78 Health and Beauty Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 79 Health and Beauty Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 80 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 81 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 82 Forecast Sales in Health and Beauty Specialist Retailers by Channel: Value 2021-2026

Table 83 Forecast Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2021-2026

MIXED RETAILERS IN NORTH MACEDONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Studio Moderna remains the only player in channel, driving category growth
Despite shifts into homeshopping and e-commerce, Studio Moderna continues to expand its outlet numbers

PROSPECTS AND OPPORTUNITIES

Pent-up demand drivels value growth early in forecast period
New players unlikely to enter channel due to lack of interest and unstable economy

CHANNEL DATA

Table 84 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 85 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 86 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 87 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 88 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 89 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 90 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 91 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 92 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 93 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 94 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 95 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 96 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 97 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 98 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 99 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DIRECT SELLING IN NORTH MACEDONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Direct selling declines amidst strong competitive pressure and the changing purchasing habits of local consumers.

Avon continues to hold commanding position in direct selling in 2020

Avon and Oriflame remain dominant though new entry Faberlic could challenge

PROSPECTS AND OPPORTUNITIES

Moderate value decline to continue as competition from retail intensifies

Avon and Oriflame to maintain dominance amidst growing market competition

COVID-19 to create even more job opportunities for unemployed women

CHANNEL DATA

Table 100 Direct Selling by Category: Value 2016-2021

Table 101 Direct Selling by Category: % Value Growth 2016-2021

Table 102 Direct Selling GBO Company Shares: % Value 2017-2021

Table 103 Direct Selling GBN Brand Shares: % Value 2018-2021

Table 104 Direct Selling Forecasts by Category: Value 2021-2026

Table 105 Direct Selling Forecasts by Category: % Value Growth 2021-2026

E-COMMERCE (GOODS) IN NORTH MACEDONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

E-commerce continues to rise in pandemic with consumers valuing it for convenience as well as safety

Third party merchants continue to lead e-commerce thanks to wide product assortment and highly competitive prices

New collaboration between and Neptun and UteCredit links instalment payments and e-commerce to further boost online sales

PROSPECTS AND OPPORTUNITIES

E-commerce to maintain fastest growth within retailing driven mainly by technological advancement and innovation

E-commerce players focus on online customer experience

Grocery e-commerce to drive growth as consumers eschew tradition for convenience

CHANNEL DATA

Table 106 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 107 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 108 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 109 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 110 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 111 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

MOBILE E-COMMERCE (GOODS) IN NORTH MACEDONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Mobile e-commerce growth remains robust as COVID-19 restrictions convince consumers to purchase online in a greater variety of product categories

Mobile e-commerce remains led by Alibaba and Amazon with few other players holding notable share

Consumers still tend use personal computers to buy online, but a growing number are turning to mobile e-commerce

PROSPECTS AND OPPORTUNITIES

Mobile e-commerce to be the fastest growing retailing channel thanks to proliferation of mobile apps and convenience

Retailers develop mobile-friendly strategies to attract young and tech-savvy consumers

Lower cost of smartphones and data packages drive value growth

CHANNEL DATA

Table 112 Mobile E-Commerce (Goods): Value 2016-2021

Table 113 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 114 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 115 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

I would like to order

Product name: Retailing in North Macedonia

Product link: <https://marketpublishers.com/r/R85893B2329EN.html>

Price: US\$ 2,100.00 (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/R85893B2329EN.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