

# Wine in North Macedonia

June 2023

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## Wine in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Ongoing popularity of wine sees volume sales increase in 2022, especially in sparkling wine  
Highly fragmented landscape with widespread domestic production in small wineries  
Innovation and new product development generate interest

#### PROSPECTS AND OPPORTUNITIES

Volume sales of wine will continue to see moderate growth across the forecast period  
Sparkling wines will benefit from both affordability and association with prestige  
Push to penetrate retail channels will reflect a drive to shore up sales

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## Alcoholic Drinks in North Macedonia - Industry Overview

### EXECUTIVE SUMMARY

2022 key trends  
Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

### TAXATION AND DUTY LEVIES

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