

Meals and Soups in North Macedonia

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sustained growth in meals and soups, driven by frozen pizza
- Frozen pizza dominates, fuelled by convenience
- Product launches and innovations drive consumer interest

PROSPECTS AND OPPORTUNITIES

- Stable growth for meals and soups anchored by shelf stable ready meals
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Cooking Ingredients and Meals in North Macedonia - Industry Overview

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