

Retail E-Commerce in North Macedonia

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued growth, though value sales still low

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

Serbian player Ananas looking to compete with Alibaba through local acquisition

PROSPECTS AND OPPORTUNITIES

Continued growth over forecast period

Consumers need to gain trust

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

CHANNEL DATA

Table 1 - Retail E-Commerce by Product: Value 2017-2022

Table 2 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 6 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

For non-grocery, development will be centred around retail parks

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 - Sales in Retail Offline by Channel: Value 2017-2022

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 - Retail Offline Outlets by Channel: Units 2017-2022

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 - Retail GBO Company Shares: % Value 2018-2022

Table 14 - Retail GBN Brand Shares: % Value 2019-2022

Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

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