

CONNECTED

BUT NOT CREATING ENOUGH VALUE

Macedonia nearly matches the EU in internet use. Everyday digital activities tell a different story.

INTERNET USE

Individuals using the internet • 2025

92.1%



Macedonia

93.8%



EU-27

Nearly the same level of connectivity.



EVERYDAY DIGITAL USE LAGS BEHIND

WORD PROCESSING USAGE

17.3% **51.4%**

🇲🇰 Macedonia 🇪🇺 EU-27



34.1 pp behind EU
34% of EU level

SPREADSHEET USAGE

7.4% **40.3%**

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32.9 pp behind EU
18% of EU level

MEDIA EDITING

7.9% **36.5%**

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28.6 pp behind EU
22% of EU level

ONLINE SHOPPING

55.9% **73.6%**

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17.7 pp behind EU
76% of EU level

CONNECTIVITY IS NOT THE PROBLEM.

The challenge is turning internet access into skills that create value, productivity and growth.

ADVANCING BUT NOT FAST ENOUGH

Adoption is growing, but advanced digital activities remain well below EU levels.

MULTIMEDIA FILE CREATION

13.7% **40.3%**

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26.6 pp behind EU
34% of EU level

ADVANCED SPREADSHEETS

3.3% **22.5%**

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19.2 pp behind EU
15% of EU level

GENERATIVE AI USE

22.0% **32.7%**

Macedonia 🇪🇺 EU-27



10.7 pp behind EU
67% of EU level

WRITING CODE

4.2% **7.2%**

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3.0 pp behind EU
58% of EU level

MACEDONIA IS ADOPTING MORE ADVANCED DIGITAL TOOLS.

But higher-value digital capabilities still trail the EU.