

WHAT DOES ACTUAL INDIVIDUAL CONSUMPTION SAY ABOUT LIFE IN MACEDONIA?

AT FIRST GLANCE

The chart on Actual Individual Consumption (AIC) looks like just another economic indicator. But behind the numbers lies a much more human story - one about how people in Macedonia actually live, consume, and access essential services.

Actual Individual Consumption measures not only what households spend from their own pockets, but also what they receive through public services.



Healthcare



Education



Social Protection

In international comparisons, AIC is expressed relative to the EU average, set at 100, making it a useful benchmark for assessing living standards across countries. The data shows that Macedonia stands at 49 out of 100 in 2024, meaning that actual individual consumption is just under half of the EU average.

This value remains unchanged for the period 2022-2024, indicating that while living standards have been stable, there has been no measurable improvement over time.

49

Macedonia's AIC Score

Just under half of the EU average in 2024

100

EU Benchmark

The standard for comparison across countries

0%

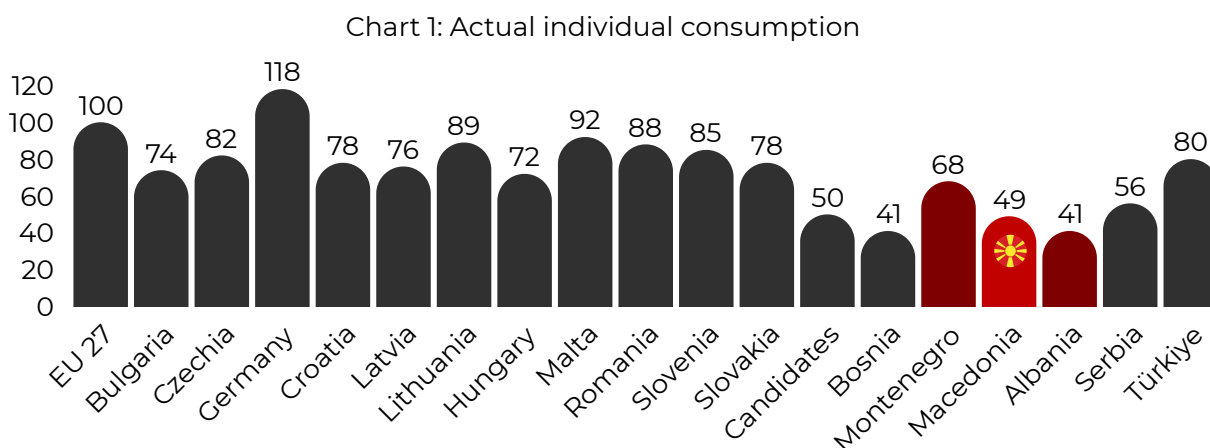
Growth 2022-2024

No measurable improvement over time

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REGIONAL CONTEXT

In a regional and enlargement context, Macedonia's position is particularly telling. Among the countries shown in the chart, **Macedonia** ranks above only **Bosnia and Herzegovina** and **Albania**, while remaining behind other Western Balkan peers and well below countries that have recently joined the EU, such as Croatia, Bulgaria, and Romania.



Source: Eurostat

This positioning highlights a clear challenge. Although the country is close to the average level of EU candidate countries, it remains far from the EU benchmark and shows limited progress toward convergence. Stability without upward movement suggests that improvements in productivity, incomes, and public services are not yet translating into higher real consumption.

From a citizen's perspective, the figure reflects everyday realities - access to healthcare, education, and essential goods, and the role of the state in supporting household consumption. As such, stagnation in AIC is not just a statistical issue, but a signal that improvements in living standards are not yet being felt on the ground.