

## **Energy Drinks in Uruguay**

Market Direction | 2022-12-20 | 24 pages | Euromonitor

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### **Report description:**

Energy drinks continue to see robust growth in retail volume sales as incremental purchases are driven by daily consumption habits. The category's success is in part due to the successful performance of Coca-Cola Argentina with its Monster brand that targets a younger audience who enjoy extreme sports and gaming. On-trade sales showed a fast recovery in 2022, with a return to pre-pandemic levels of volume sales at the end of the current period.

Euromonitor International's Energy Drinks in Uruguay report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Energy Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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December 2022

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Rising consumer health awareness fuelling interest in low calorie options

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Innovative marketing helps fuel interest in energy drinks

Better-for-you energy drinks and plant-based energy drinks could emerge

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