

Spirits in Uruguay

Market Direction | 2023-06-27 | 29 pages | Euromonitor

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Report description:

The overall volume sales of spirits climbed in 2022. Although the volume sales through off-trade channels of almost all categories fell during the year, the total market volume ended on the positive side. Total volume sales were boosted by the growth seen through on-trade channels. At the same time, although most segments performed poorly in off-trade channels, the aggregated volume of sales of spirits through these retailers also increased in 2022. This good performance stemmed from the strong...

Euromonitor International's Spirits 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

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Table of Contents:

Spirits in Uruguay
Euromonitor International
June 2023

List Of Contents And Tables

SPIRITS IN URUGUAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Overall category grows despite most segments contracting in the off-trade

Fernet Branca posts the biggest jump

Multinational, Diageo, leads the spirits business in Uruguay

PROSPECTS AND OPPORTUNITIES

Bitters and English gin will lead the category

Rum's appeal will continue to fade

Local retailers will be harmed by the increasing number of visitors to Argentina

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 10 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 11 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 12 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 13 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 14 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 15 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN URUGUAY

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

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Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Table 16 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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