

## **Concentrates in Uruguay**

Market Direction | 2024-01-23 | 27 pages | Euromonitor

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### **Report description:**

Concentrates displayed a modest resurgence in off-trade volume sales following a decline in 2022, primarily propelled by decreased demand for powder concentrates. The tap water crisis, attributed to poor water quality due to high sodium content in cities like Montevideo, Canelones, and San Jose, significantly impacted consumer choices. As a result, bottled water sales soared in volume terms from March to May 2023, diverting consumer preferences away from concentrates for off-premise consumption.

Euromonitor International's Concentrates 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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