

Energy Drinks in Uruguay

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Energy drinks continued its strong growth trajectory in retail volume sales, driven by habitual consumption patterns among consumers. Montevideo Refrescos SA's Monster brand, catering to a younger demographic inclined towards extreme sports and gaming, has played a significant role in this surge. Energy drink players are strategically tapping into micro-occasions, aligning their offerings with activities like art, sports, motorsports, and the demand for heightened focus during study or work. On...

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 (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: 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Energy Drinks in Uruguay
Euromonitor International
January 2024

List Of Contents And Tables

ENERGY DRINKS IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Expanding energy drink market, focused on youth
Monster's steady growth and positioning
Shift towards low-calorie variants driven by health trends

PROSPECTS AND OPPORTUNITIES

Expanding market reach and diverse offerings
Sustained marketing investments to drive growth
Embracing healthier alternatives and diverse ingredients

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023
Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

SOFT DRINKS IN URUGUAY

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Energy Drinks in Uruguay

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-31"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com