

Beer in Uruguay

Market Direction | 2024-06-27 | 28 pages | Euromonitor

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Report description:

Beer emerged as the most preferred alcoholic beverage among Uruguayans in 2023, accounting for more than half of total alcohol consumption. In recent years, there was a clear polarisation in consumption, favouring economic beer on the one hand and premium on the other, while the middle segments experienced a decline. This trend was driven by the rising cost of living, prompting lower socioeconomic households to opt for more affordable beer options. Conversely, those with higher purchasing power...

Euromonitor International's Beer 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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Euromonitor International
June 2024

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