

## **Rtds in Uruguay**

Market Direction | 2024-06-27 | 23 pages | Euromonitor

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### **Report description:**

RTDs was one of the biggest winners in alcoholic drinks in Uruguay in 2023. Amongst the different types of RTDs, spirit-based drinks put in the best performance over the review period as a whole. Growth has been in line with the trend towards cocktails and more sophisticated drinks amongst younger consumers of legal drinking age. Moreover, the prominent health and wellness trend has encouraged young people of legal drinking age, in particular, to become increasingly interested in low-alcohol dri...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- \* Get a detailed picture of the RTDs 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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