

## **Energy Drinks in Uruguay**

Market Direction | 2025-01-14 | 24 pages | Euromonitor

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### **Report description:**

Despite continuing to achieve double-digit growth in total volume sales, energy drinks in Uruguay has experienced a deceleration in 2024 due to ongoing contraband from Argentina. This issue, which began in 2023, has persisted into 2024, although it has moderated somewhat due to the devaluation of the Argentine Peso, reducing the attractiveness of cross-border purchases. Nevertheless, Argentina's pricing remains more competitive than Uruguay's, and some consumers continue to acquire energy drinks...

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 (2020-2024), 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 2029 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.

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Euromonitor International  
January 2025

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