

Sports Drinks in Uruguay

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

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Report description:

Sports drinks in Uruguay has experienced its fourth consecutive year of robust retail volume growth in 2024, driven by an expanding array of consumption occasions. The ongoing health and fitness trend, coupled with the residual effects of the 2023 tap water crisis, has fuelled this upward trajectory. On-trade sales have not only recovered to pre-pandemic levels by the end of 2022 but have also continued to grow throughout 2024. The resumption of on-the-go consumption, driven by consumers returni...

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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.

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