

Carbonates in Uruguay

January 2025

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Carbonates in Uruguay - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Residual impact of the water crisis has diminished growth in carbonates Reduced-sugar variants have excelled due to innovation and discounts Local players have strengthened their position in affordable carbonates

PROSPECTS AND OPPORTUNITIES

Climate change and sugar concerns could limit future growth in carbonates Non-cola flavours may gain momentum through use as mixers Private label and local brands will likely retain popularity among budget consumers

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