

Coffee in Uruguay

January 2024

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Coffee in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Negative retail volume growth driven by the water crisis and price increases

Nestlé del Uruguay leads coffee sales while it increases production facilities

E-commerce sales continue, driven by the Nestlé and Mercado Libre websites

PROSPECTS AND OPPORTUNITIES

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The availability of more affordable options drives retail volume growth for coffee pods

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