

Rtds in Uruguay

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs' continuous expansion in Uruguay is boosted by young consumers

Sublimar faces no serious competition in the wine-based segment

Smirnoff Ice challenged by newer brands

PROSPECTS AND OPPORTUNITIES

Convenience stands as the category's main driver

Local market not yet ready for hard seltzers

Off-trade sales have a better outlook than sales through on-trade channels

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2017-2022

Table 2 - Sales of RTDs by Category: Total Value 2017-2022

Table 3 - Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 10 - NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 12 - Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 13 - Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Table 16 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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