



Euromonitor
International

Cider/Perry in Uruguay

August 2026

Table of Contents

Cider/Perry in Uruguay - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Craft and Premium Players Reverse the Image of Cider as Low Quality

Chart 1 - Local Craft Cider Brands Revive Premium Consumption

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Craft Producers Appeal to Young Adult Drinkers to Drive All-Year-Round Sales

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sublimar Extends Lead While Craft Producers Gain Recognition

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Economy Cider Sales with Neighbourhood Focus

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cider/Perry

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cider/Perry

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Uruguay - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Specialist Retailers and Delivery Apps Accelerate Premium Sales Online

Major Brewers Face Challenges as Beer Volumes Drop

Innovation in RtDs as Wellness, Flavour and Moderation Trends Impact Demand

Chart 14 - Nolo and Flavour Innovation in RtDs

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Cocktail Culture Shift Preferences Towards Spirits with Benefits for RtDs

Non Alcoholic Beer and Rtds Attract Moderation and Wellness Consumers with Innovation

Government Support and Grape Innovation Drive Wine'S Rebound in the Premium Tier

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Fábricas Nacionales De Cerveza Leverages Bitters and Imports to Offset Beer Losses

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Retail Consolidation Impacts the Distribution Architecture of Alcoholic Drinks

E-Commerce Remains an Underdeveloped Channel in 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

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-uruguay/report.