



**Euromonitor
International**

Energy Drinks in Uruguay

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Energy Drinks in Uruguay - Category analysis

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2025 DEVELOPMENTS

Energy drinks increasingly appealing to younger demographics

INDUSTRY PERFORMANCE

Double-digit growth supported by an increase in promotion and advertising activity

Rising health consciousness drives demand for reduced sugar energy drinks

WHAT'S NEXT?

Flavour innovation, the entry of new players, and enhanced distribution to drive consumption

Substantial marketing investment to propel category growth

Low-calorie and plant-based energy drinks may emerge in the coming years

COMPETITIVE LANDSCAPE

Monster leads, benefiting from Coca-Cola's extensive distribution network and effective marketing

Red Bull strengthens its presence in 2025

CHANNELS

Supermarkets' expansion contributes to decline of small local grocers

E-commerce significantly increases its penetration

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Improved economic environment drives soft drinks growth in 2025

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INDUSTRY PERFORMANCE

Residual effects of the water crisis persist

Health and wellness trend boosts consumption of 100% juice

Functional beverages gain traction

WHAT'S NEXT?

Moderate growth expected

Health and wellness trend expected to play an increasingly important role

Impact of climate change

COMPETITIVE LANDSCAPE

The Coca-Cola Company retains its lead in 2025

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