Euromonitor International

RTD Tea in Uruguay

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Table of Contents

RTD Tea in Uruguay - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea remains an underdeveloped category in 2025

INDUSTRY PERFORMANCE

Moderate growth amidst limited popularity

WHAT'S NEXT?

Growth driven by premium positioning
Increasing health and wellness trend may attract new consumers
Functional properties and innovative flavours could stimulate consumer interest

COMPETITIVE LANDSCAPE

Arizona Iced Tea dominates, targeting upper-income consumers
Low profitability continues to discourage new entrants

CHANNELS

Supermarkets dominate distribution
Retail e-commerce continues to gain ground

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025
Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025
Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
Table 6 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
Table 7 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
Table 8 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
Table 9 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
Table 11 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

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Soft Drinks in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Improved economic environment drives soft drinks growth in 2025

KEY DATA FINDINGS

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
Danone remains a dominant force in bottled water

CHANNELS

Supermarkets lead, expanding their presence across Uruguay
Retail e-commerce set to experience rapid growth
Foodservice vs retail split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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