Euromonitor International

Savoury Snacks in Uruguay

August 2026

Table of Contents

Savoury Snacks in Uruguay - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

INDUSTRY PERFORMANCE

Flavour Innovation Accelerates Competitive Activity in Salty Snacks
Chart 1 - New Flavours Boost Sales
Biscuits Remain a Staple Despite Limited Growth Opportunities
Health-Focused Launches Create New Snacking Occasions
Chart 2 - Expanding Healthier Occasions
Chart 3 - Value Sales 2021-2031
Chart 4 - Volume Sales 2021-2031
Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Consumer Spending and Brazilian Imports Expected to Support Future Growth
Rice-Based Biscuits and Reduced-Salt Options to Reshape Snacking Habits
Flavour Innovation Projected to Fuel Salty Snacks Expansion
Chart 6 - Forecast Value Sales 2021-2031
Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Papas Chips Consolidates Leadership Despite Rising Import Competition
Chart 8 - Company Shares 2026
Chart 9 - Brand Shares 2026

CHANNELS

Consumers Shift Towards More Convenient Shopping Channels
Online Retail Expands through Promotions and Digital Convenience
Acquisitions Reshape the Retail Landscape
Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Savoury Snacks
Chart 12 - Real GDP Growth 2021-2031
Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Savoury Snacks
Chart 15 - Population 2021-2031
Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in Uruguay - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Economic Stability and Rising Purchasing Power Support Snacks Growth
Froneri Acquisition Strengthens Ice Cream's Growth Trajectory
Pistachio and Bold Flavours Reshape Product Development
Chart 17 - New Flavours Boost Sales
Chart 18 - Value Sales 2021-2031
Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Imported Brands Gain Ground as Favourable Exchange Rates to Reshape Competition
Health and Functionality Expected to Influence Product Development
Mature Staples Forecast to Retain Scale While Ice Cream Delivers Stronger Growth
Chart 20 - Forecast Value Sales 2021-2031
Chart 21 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Innovation Helps Van Dam Preserve Leadership in a Fragmented Snacks Landscape
Changing Consumer Priorities Reshape Competition among Leading Players
Chart 22 - Company Shares 2026
Chart 23 - Brand Shares 2026

CHANNELS

Supermarket Expansion Strengthens Value Positioning in Snacks
Digital Convenience Accelerates Growth in Online Snack Retailing
Chart 24 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 25 - Economic Context for Snacks
Chart 26 - Real GDP Growth 2021-2031
Chart 27 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 28 - Consumer Context for Snacks
Chart 29 - Population 2021-2031
Chart 30 - Population by Generation 2026

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/savoury-snacks-in-uruguay/report.