

# Energy Drinks in Uruguay

December 2022

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## Energy Drinks in Uruguay - Category analysis

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#### 2022 DEVELOPMENTS

New daily consumption habits fuel new energy drinks occasions  
Strong Monster performance driven by product innovation and heavy advertising  
Rising consumer health awareness fuelling interest in low calorie options

#### PROSPECTS AND OPPORTUNITIES

Energy drinks is forecast to show upbeat growth driven by the expansion of consumer base  
Innovative marketing helps fuel interest in energy drinks  
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