



# Other Hot Drinks in Uruguay

January 2024

Table of Contents

## Other Hot Drinks in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Yerba maté sales diminish as the tap water crisis impacts sales

Nestlé del Uruguay aligns with the wellness trend, offering Vascolet with 25% less sugar

Canarias leads the landscape, offering the popular Yerba Canarias drink

#### PROSPECTS AND OPPORTUNITIES

Healthy tea options challenge sales of yerba maté across the forecast period

Flavoured powder drinks will continue to grow, driven by product innovation

On-trade sales continue to recover, reaching pre-COVID sales levels

#### CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

## Hot Drinks in Uruguay - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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