



Rtds in Uruguay

June 2024

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Rtds in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs amongst the best-performing areas in alcoholic drinks in 2023
Wine based RTDs, a small category associated to old-fashioned drinks
Smirnoff Ice challenged by newer brands

PROSPECTS AND OPPORTUNITIES

Coca-Cola's anticipated entry into RTDs and continued innovation in cocktail-based RTDs
Potential growth of hard seltzers
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Alcoholic Drinks in Uruguay - Industry Overview

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Opening hours
On-trade establishments

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DISCLAIMER

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