

Drinking Milk Products in Uruguay

August 2024

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Drinking Milk Products in Uruguay - Category analysis

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2024 DEVELOPMENTS

Continued contraction in sales of drinking milk products due to high per capita consumption and demographic challenges Shift towards shelf-stable milk as fresh milk consumption declines Conaprole maintains leadership amidst increased competition and supply challenges

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Focus on value-added drinking milk products to boost profit margins Flavoured milk drinks to lead in a slowly contracting market Claldy SA poised for recovery with new investments and strategic expansions

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