

Cider/Perry in Uruguay

June 2024

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Cider/Perry in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining relevance of cider/perry as a basic product
Modern packaging innovations to enhance appeal and reduce seasonality
Leading players in cider/perry: La Gijonesa and Santa Rosa

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Brands work hard to break seasonality
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Alcoholic Drinks in Uruguay - Industry Overview

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Legal purchasing age and legal drinking age
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