



Beer in Uruguay

June 2024

Table of Contents

Beer in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumption polarisation between economic and premium beer
Non/low alcohol beer gains in popularity as health consciousness rises
Environmental sustainability in premium beer

PROSPECTS AND OPPORTUNITIES

Growing popularity of flavoured and mixed lagers
Fabricas Nacionales de Cervezas' continued dominance
Craft beer to grow in popularity

CATEGORY BACKGROUND

Lager price band methodology
Summary 1 - Lager by Price Band 2023
Table 1 - Number of Breweries 2018-2023

CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2018-2023
Table 3 - Sales of Beer by Category: Total Value 2018-2023
Table 4 - Sales of Beer by Category: % Total Volume Growth 2018-2023
Table 5 - Sales of Beer by Category: % Total Value Growth 2018-2023
Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2018-2023
Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2018-2023
Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023
Table 10 - GBO Company Shares of Beer: % Total Volume 2019-2023
Table 11 - NBO Company Shares of Beer: % Total Volume 2019-2023
Table 12 - LBN Brand Shares of Beer: % Total Volume 2019-2023
Table 13 - Forecast Sales of Beer by Category: Total Volume 2023-2028
Table 14 - Forecast Sales of Beer by Category: Total Value 2023-2028
Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028
Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

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

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 26 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beer-in-uruguay/report.

