

Meals and Soups in Uruguay

November 2023

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Meals and Soups in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Dry soup remains the largest category
- Consumers opt for healthier and cheaper options to frozen pizza
- Shelf stable soup witnesses poor performance

PROSPECTS AND OPPORTUNITIES

- Growth potential in the underdeveloped frozen ready meals category
- Food kits to remain negligible in Uruguay
- Dry soup faces more promising growth period but also competition from noodles

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