



Euromonitor  
International

# Bottled Water in Uruguay

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#### 2025 DEVELOPMENTS

Ongoing impact of drought and water quality issues

#### INDUSTRY PERFORMANCE

Bottled water benefits from ongoing consumer distrust of tap water

Still purified bottled water attracts consumers with its lower unit prices

#### WHAT'S NEXT?

Climate change and health and wellness trend support strong growth

Expansion of home delivery and family pack offerings

Tap water filters may pose a challenge

#### COMPETITIVE LANDSCAPE

Cía Salus leads, offering a wide product portfolio

Montevideo Refrescos regains lost ground

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Supermarkets lead, strengthening their presence across the country

Dynamic e-commerce

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Improved economic environment drives soft drinks growth in 2025

### KEY DATA FINDINGS

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Residual effects of the water crisis persist

Health and wellness trend boosts consumption of 100% juice

Functional beverages gain traction

#### WHAT'S NEXT?

Moderate growth expected

Health and wellness trend expected to play an increasingly important role

Impact of climate change

## COMPETITIVE LANDSCAPE

The Coca-Cola Company retains its lead in 2025

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## SOURCES

Summary 1 - Research Sources

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