



Bottled Water in Uruguay

January 2026

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Bottled Water in Uruguay - Category analysis

KEY DATA FINDINGS

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

CHANNELS

Supermarkets lead, strengthening their presence across the country

Dynamic e-commerce

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EXECUTIVE SUMMARY

Improved economic environment drives soft drinks growth in 2025

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INDUSTRY PERFORMANCE

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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CHANNELS

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Summary 1 - Research Sources

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