



# Juice in Uruguay

January 2026

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## Juice in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising demand for more natural soft drinks benefits juice in 2025

#### INDUSTRY PERFORMANCE

Juice records strong growth as consumers focus on healthier beverages

100% juice benefits from consumers' preference for natural products free from additives and added sugar

#### WHAT'S NEXT?

Heightened health awareness to drive sustained growth

Vegetable-infused juices expected to gain momentum

Affordability and value-packaged juice drinks to drive sales

#### COMPETITIVE LANDSCAPE

Cooperativa Nacional de Productores de Leche leads, while Danone experiences dynamic growth

#### CHANNELS

Small local grocers benefit from their close proximity to consumers

Online sales rocket as players invest in online shopping capabilities

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### EXECUTIVE SUMMARY

Improved economic environment drives soft drinks growth in 2025

### KEY DATA FINDINGS

#### 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

Danone remains a dominant force in bottled water

## CHANNELS

Supermarkets lead, expanding their presence across Uruguay

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