



Euromonitor
International

Sports Drinks in Uruguay

January 2026

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Sports Drinks in Uruguay - Category analysis

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2025 DEVELOPMENTS

Expanding array of consumption occasions and health trend ensure another strong year for sports drinks

INDUSTRY PERFORMANCE

Robust growth fuelled by innovation and new consumption occasions

Innovative SueroX drives growth of reduced sugar sports drinks

WHAT'S NEXT?

Health trend and climate change set to support sales

Oral replenishment beverages will widen the consumers base and add new consumption occasions

Premium pricing may limit accessibility to broader audience

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Gatorade retains its leadership amid rising competition from Powerade

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Small local grocers maintain their lead despite the rapid expansion of modern retailers

Retail e-commerce records dynamic growth

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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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