



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Uruguay

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Brazilian Imports Reshape Competition in a Resilient Landscape

Chart 1 - Imported Brazilian Brands Are Gaining Ground

Dessert Occasions Unlock Additional Sweet Biscuit Demand

Chocolate-Coated Biscuits Capture Demand for Indulgence

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Brazilian Imports to Intensify Price Competition Amid Demographic Pressures

Health and Functionality Expected to Reshape Innovation and Retail Assortment

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Las Acacias Leverages Acquisition to Intensify Price Competition

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Local Grocers Retain Leadership Despite Ongoing Retail Consolidation

E-Commerce Gains Momentum through Promotional Pricing

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 11 - Real GDP Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Uruguay - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Economic Stability and Rising Purchasing Power Support Snacks Growth

Froneri Acquisition Strengthens Ice Cream's Growth Trajectory

Pistachio and Bold Flavours Reshape Product Development

Chart 16 - New Flavours Boost Sales

Chart 17 - Value Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Imported Brands Gain Ground as Favourable Exchange Rates to Reshape Competition

Health and Functionality Expected to Influence Product Development

Mature Staples Forecast to Retain Scale While Ice Cream Delivers Stronger Growth

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Innovation Helps Van Dam Preserve Leadership in a Fragmented Snacks Landscape

Changing Consumer Priorities Reshape Competition among Leading Players

Chart 21 - Company Shares 2026

Chart 22 - Brand Shares 2026

CHANNELS

Supermarket Expansion Strengthens Value Positioning in Snacks

Digital Convenience Accelerates Growth in Online Snack Retailing

Chart 23 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 24 - Economic Context for Snacks

Chart 25 - Real GDP Growth 2021-2031

Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Snacks

Chart 28 - Population 2021-2031

Chart 29 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-uruguay/report.