



Euromonitor
International

Soft Drinks in Latin America

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Key findings

REGIONAL OVERVIEW

Latin America has the fourth highest regional sales of soft drinks
Steady value and volume growth expected in the coming years
Latin America has the biggest regional market for carbonates
Drought causes a surge in bottled water sales in Uruguay in 2023
Energy drinks recording dynamic growth in Brazil over 2019-2024
Carbonates category adds the most new sales over 2019-2024
Health and wellness among the driving trends for soft drinks product innovation
Difficult economic backdrop sees soft drinks sales decline in Argentina in 2024
Small local grocers lead off-trade distribution of soft drinks in Latin America
Discounters gain share against an inflationary backdrop

LEADING COMPANIES AND BRANDS

Mostly concentrated competitive landscapes across Latin America
Coca-Cola targets Argentinian consumers suffering in the country's high inflation
Coca-Cola and PepsiCo present across the region in Latin America
Heineken launches Clash'd carbonates brand in Brazil

FORECAST PROJECTIONS

Steady value and volume growth expected in the coming years
Argentina expected to see a return to positive growth from 2025

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Argentina : Competitive and Retail Landscape
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Bolivia : Competitive and Retail Landscape
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