



**Euromonitor
International**

Spirits in Uruguay

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Overall spirits sees both volume and value sales rise in 2024
- Diageo leads spirits overall
- Modern retailers acquire traditional stores

PROSPECTS AND OPPORTUNITIES

- Bitters and English gin sales likely to drive future growth for overall spirits
- Whiskies set to struggle against white spirits and bitters
- Innovation may boost popular products

CATEGORY BACKGROUND

- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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