



Euromonitor
International

Cider/Perry in Uruguay

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2024 DEVELOPMENTS

Cider continues to lose relevance in Uruguay

Sublimar and Bodegas y Viñedos Santa Rosa remain clear leaders

Small local grocers account for most sales, aimed at low- and mid-income neighbourhoods

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Major players likely to strive to break seasonality

Rise of craft cider may fuel premiumisation trend

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DISCLAIMER

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