



Euromonitor
International

RTD Tea in Uruguay

January 2026

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RTD Tea in Uruguay - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea remains an underdeveloped category in 2025

INDUSTRY PERFORMANCE

Moderate growth amidst limited popularity

WHAT'S NEXT?

Growth driven by premium positioning

Increasing health and wellness trend may attract new consumers

Functional properties and innovative flavours could stimulate consumer interest

COMPETITIVE LANDSCAPE

Arizona Iced Tea dominates, targeting upper-income consumers

Low profitability continues to discourage new entrants

CHANNELS

Supermarkets dominate distribution

Retail e-commerce continues to gain ground

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Soft Drinks in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Improved economic environment drives soft drinks growth in 2025

KEY DATA FINDINGS

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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

Danone remains a dominant force in bottled water

CHANNELS

Supermarkets lead, expanding their presence across Uruguay

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