



**Euromonitor
International**

Sweet Spreads in Uruguay

November 2025

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Sweet Spreads in Uruguay - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand slows from 2024 but remains resilient on the whole

INDUSTRY PERFORMANCE

Chocolate spreads grows fastest in retail volume terms

Supply shortages and rising prices continue to depress honey consumption

WHAT'S NEXT?

All categories projected to develop positively in volume and value terms

Demand for honey should rebound quickly as domestic production recovers

Jams and preserves producers will continue to favour thin wall plastic containers

COMPETITIVE LANDSCAPE

Los Nietitos SA continues to dominate sweet spreads

Van Dam SA is the most dynamic company in 2025

CHANNELS

Distribution is concentrated in small local grocers and supermarkets

E-commerce is the fastest developing channel

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Cooking Ingredients and Meals in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Upward pressure on unit prices boosts current value sales growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cross-border shopping trips to Argentina become less economical

Consumer choices increasingly shaped by health concerns

Private label products continue to gain popularity

WHAT'S NEXT?

Outlook for cooking ingredients and meals remains bright

Frozen ready meals and chili sauces expected to be the most dynamic categories

Consumption of dried ready meals and packaged soup set to continue declining

COMPETITIVE LANDSCAPE

Cía Oleaginosa Uruguay SA (COUSA) maintains overall lead
Los Ranchos Srl is the most dynamic company in value growth terms

CHANNELS

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Penetration of e-commerce continues to rise

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