



**Euromonitor
International**

Meals and Soups in Uruguay

November 2025

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Meals and Soups in Uruguay - Category analysis

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2025 DEVELOPMENTS

Current value sales decline while retail volume growth remains marginal

INDUSTRY PERFORMANCE

Demand for dried ready meals and dry and shelf stable soup continues to fall

Frozen ready meals is the best performing category

WHAT'S NEXT?

Outlook for individual categories remains mixed

Health concerns should spur new launches and reformulation of existing products

Frozen ready meals ranges will continue to diversify beyond empanadas

COMPETITIVE LANDSCAPE

Frigorifico Tacuarembó SA remains the leading company

Cooperativa Nacional de Productores de Leche is the star performer

CHANNELS

Meals and soups distribution continues to be dominated by supermarkets

E-commerce and forecourt retailers are the most dynamic channels in 2025

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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

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