



Juice in Uruguay

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for more natural soft drinks benefits juice in 2025

INDUSTRY PERFORMANCE

Juice records strong growth as consumers focus on healthier beverages

100% juice benefits from consumers' preference for natural products free from additives and added sugar

WHAT'S NEXT?

Heightened health awareness to drive sustained growth

Vegetable-infused juices expected to gain momentum

Affordability and value-packaged juice drinks to drive sales

COMPETITIVE LANDSCAPE

Cooperativa Nacional de Productores de Leche leads, while Danone experiences dynamic growth

CHANNELS

Small local grocers benefit from their close proximity to consumers

Online sales rocket as players invest in online shopping capabilities

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[Soft Drinks in Uruguay - Industry Overview](#)

EXECUTIVE SUMMARY

Improved economic environment drives soft drinks growth in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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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