

Castera Hnos SA in Hot Drinks (Uruguay)

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Abstracts

Castera Hnos SA is only present in hot drinks with products in all three categories. It has a well-recognised brand, Café Montesol, in coffee with 50 years' presence in the market. Castera Hnos obtained the Uruguayan Diabetic Association certification for its line of sugar-free coffee and chocolate-based powder drinks. It recently added a second brand of yerba mate, using the Montesol name in an effort to improve the declining share.

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Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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