



Uruguay

Market Overview

Due to a combination of favorable exchange rates, higher wages, historically low employment, consumer confidence, and its strategic location, Uruguay offers significant opportunities in key industry and service sectors for U.S. firms seeking to expand to the MERCOSUR trade bloc. Uruguay has experienced robust economic growth over the past decade registering annual average growth rates of 5.4 percent from 2004 to 2014.

The top five reasons why U.S. companies should consider exporting to Uruguay:

1. The United States is Uruguay's fourth largest trading partner.
2. Uruguay has experienced steady economic growth over the past decade where private consumption has been a key driver.
3. Strategically located, Uruguay offers significant advantages as a regional distribution hub and excellent test market for U.S. companies seeking to expand to the MERCOSUR trade bloc.
4. The U.N. Economic Commission of Latin America and the Caribbean reported that Uruguay has the second most equal income-distribution in Latin America.
5. Uruguay is home to thirteen free trade zones, three of which are solely dedicated to services.

Key Sectors

Abundant market opportunities for U.S. firms exist in Uruguay. Some of Uruguay's most promising sectors for U.S. exporters include:

- Agriculture Machinery and Equipment;
- Chemicals
- Construction Equipment
- Education;
- Environmental Technology;
- Fertilizers;
- IT Computer Hardware;
- Renewable Energy;
- Security; and
- Telecommunications Equipment.

Uruguay's current administration has prioritized investing in infrastructure, improving education and security, and enhancing competitiveness.

Market Entry Considerations

To enter the Uruguayan market, U.S. companies are urged to visit Uruguay, interview potential business partners, and appoint a sales representative/agent. Business relationships and creative financing terms are keys to success. U.S. firms wishing to do business in Uruguay can be successful by exploring various market entry strategies through the support of the U.S. Commercial Service. The U.S. Commercial Service can assess market potential of products and services, provide advice on export strategies, and facilitate business matchmaking services through its office in Montevideo, Uruguay.

To learn more about USG support and assistance, visit [Uruguay's Country Commercial Guide](#).

