



Euromonitor
International

Concentrates in Ecuador

December 2025

Table of Contents

Concentrates in Ecuador - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable yet flat growth for concentrates, reflecting low baseline demand

INDUSTRY PERFORMANCE

Low volume growth supported by somewhat flat baseline demand

Iced tea concentrates continue to increase in popularity

WHAT'S NEXT?

Ongoing flat growth driven by advertising and affordability

Flavour innovation will remain key in new product developments

Health and wellness trends pose both challenges and opportunities in concentrates

COMPETITIVE LANDSCAPE

Quala maintains its strong lead as the main player in concentrates

Sumesa returns to strength after a period of financial and administrative challenges

CHANNELS

Small local grocers remains the key distribution channel for concentrates

Discounters channel sees strongest growth from a low base

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

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Soft Drinks in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Sales of soft drinks fall into negative-figure slumps in Ecuador in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity becomes notably decisive in consumer behaviour

Functional needs drive selective growth in niche areas

Retail channels appeal to different consumer needs

WHAT'S NEXT?

Sales will stabilise and see moderate growth over the forecast period

Major players will leverage product innovation and marketing strategies

Channel dynamics will remain a critical driver of growth

COMPETITIVE LANDSCAPE

Coca-Cola maintains strong leading place thanks to powerhouse brands and regional support of Arca Continental

Genommalab taps into demand for hydration, recovery, and functional beverages with Suerox

CHANNELS

Small local grocers maintain relevance, despite growing share of other retail channels

Discounters sees robust channel growth, thanks to expansion of Las Tiendas Tuti

Foodservice vs retail split

MARKET DATA

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 26 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 27 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 28 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 30 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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