



Euromonitor
International

Menstrual Care in Ecuador

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Tuti Expands Velvet Rose to Outpace Rivals in Value-Driven Shift

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Tuti Expands Velvet Rose to Outpace Rivals in Value-Driven Shift

Chart 2 - Tuti's Private Label Velvet Rose Drives Affordable Menstrual Care Growth in Ecuador

Towels Remains the Largest Category, While Tampons Shows the Strongest Growth

Nosotras Champions Inclusion to Drive Growth and Engagement

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Towels to Maintain Ground as Affordability Drives Choices

Chart 6 - Analyst Insight for Menstrual Care

Education Campaigns Normalise Tampons Use among Youth

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Productos Familia Sancela Maintains Lead Thanks to Strong Brand Trust in Nosotras

Velvet Rose Captures Share through the Expansion of Tuti Discounter Chain

Stayfree, Carefree, and O.B. Set to Join Kimberly-Clark'S Portfolio Following Acquisition of Kenevue Inc

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Discounters Accelerate Growth as Price Sensitivity Intensifies

Retail E-Commerce Struggles to Gain Traction Amid Store Convenience

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Menstrual Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Menstrual Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Tuti Drives Value Shift as Consumers Trade Down and Private Label Grows

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Tuti Drives Value Shift as Consumers Trade Down and Private Label Grows

Chart 20 - Tuti Reshapes Tissue and Hygiene Consumption through Store Expansion and Aggressive Private Label Discounts

Panolini Expands Its Range to Be More Inclusive

Chart 21 - Panolini Launches "Expansive Pants" for a More Inclusive and Realistic Approach to Child Development

Tampons and Pull-Ups Reshape Routines as Convenience Rises in Importance

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Discounter Expansion and Private Label Strategies Create a Price-Focused Competitive Environment

Chart 24 - Analyst Insight for Tissue and Hygiene

Convenience and Inclusion Reshape Product Design and Communication

Toilet Paper to Face Limited Growth

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Productos Familia Sancela Del Ecuador Defends Lead, Despite Losing Share

Private Label Challenges Leading Brands

Kimberly-Clark Ecuador Expands Brand Portfolio with the Acquisition of Kenvue Inc.

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Leading Channel Place as Discounters Expand Reach

E-Commerce Grows Steadily but Remains a Minor Channel

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menstrual-care-in-ecuador/report.