



RTD Tea in Ecuador

December 2025

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RTD Tea in Ecuador - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy growth for RTD tea, thanks to rising popularity of these products

INDUSTRY PERFORMANCE

RTD tea continues to expand as a refreshing and accessible alternative beverage

Still RTD tea is the main product in the category, although opportunities remain for kombucha

WHAT'S NEXT?

RTD tea shows low maturity and ongoing growth potential

Lack of innovation suppresses stronger growth in RTD tea

Health and lifestyle positioning strategies will support sales

COMPETITIVE LANDSCAPE

Fuze Tea drives overall category growth through strong distribution and wellness positioning

Small players and private label slowly carve out space

CHANNELS

Small local grocers remains the main distribution channel for RTD tea

Forecourt retailers see strongest growth, thanks to ongoing upgrades

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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

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

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Summary 1 - Research Sources

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