

Soft Drinks in Ecuador

December 2024

Table of Contents

Soft Drinks in Ecuador

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 32 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Extreme heat drives bottled water consumption

Minimal price difference between sports drinks and bottled water dampens demand

Güitig enjoys strong loyalty from Ecuadorian consumers, limiting new entrants

PROSPECTS AND OPPORTUNITIES

Flavoured water thrives through innovation

Eco-conscious consumers drive sustainable packaging innovations

Rising interest in fitness boosts bottled water demand

CATEGORY DATA

Table 33 - Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 34 - Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 35 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 36 - Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 37 - NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 39 - NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 40 - LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 41 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 42 - Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 43 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 44 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

Carbonates in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable pricing strategies amidst VAT adjustment

Consumer preference for reduced sugar cola carbonates

Growth in non-cola carbonates through reformulation success

PROSPECTS AND OPPORTUNITIES

Innovative branding to challenge traditional cola

Returnable packaging as a cost and sustainability strategy

Broadening the appeal of tonic water beyond gin mixers

CATEGORY DATA

Table 45 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 46 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 47 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 48 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 49 - Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 50 - Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 51 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 52 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 53 - Sales of Carbonates by Total Fountain On-trade: Volume 2019-2024

Table 54 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2019-2024

Table 55 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 56 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 57 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 58 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 59 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 60 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

- Table 61 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
- Table 62 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
- Table 63 Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2024-2029
- Table 64 Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2024-2029

Concentrates in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fruit flavours lose ground in powdered concentrates

Mondelez and Sumesa show limited investment in the category

Quala continues to lead concentrates

PROSPECTS AND OPPORTUNITIES

Television advertising remains central to marketing strategies Limited availability of liquid concentrates hinders expansion Functional ingredients offer opportunities for innovation

CATEGORY DATA

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 65 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 66 - Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 67 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 68 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 69 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2020-2024

Table 70 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 71 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 72 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 73 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 74 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 75 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 76 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 77 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 78 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 79 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 80 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

Juice in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price stability amid economic challenges
Hard discounters continue to democratise not from concentrate 100% juice
Gloria Foods' acquisition of Ecuajugos S.A.

PROSPECTS AND OPPORTUNITIES

Rising concern about sugar intake

Not from concentrate 100% juice: Greater variety, concentrated competition

Innovation as a catalyst for growth

CATEGORY DATA

- Table 81 Off-trade Sales of Juice by Category: Volume 2019-2024
- Table 82 Off-trade Sales of Juice by Category: Value 2019-2024
- Table 83 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024
- Table 84 Off-trade Sales of Juice by Category: % Value Growth 2019-2024
- Table 85 NBO Company Shares of Off-trade Juice: % Volume 2020-2024
- Table 86 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024
- Table 87 NBO Company Shares of Off-trade Juice: % Value 2020-2024
- Table 88 LBN Brand Shares of Off-trade Juice: % Value 2021-2024
- Table 89 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029
- Table 90 Forecast Off-trade Sales of Juice by Category: Value 2024-2029
- Table 91 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029
- Table 92 Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

RTD Tea in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smaller players seek modern channels for growth

Fuze Tea: The uncontested leader of RTD tea

Strategic partnerships with restaurants boost RTD tea visibility

PROSPECTS AND OPPORTUNITIES

Minimal publicity investments hamper growth prospects

Innovation as a catalyst for expansion

Growing awareness of gut health boosts kombucha potential

CATEGORY DATA

- Table 93 Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 94 Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 95 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 96 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 97 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 98 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 99 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 100 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 101 Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 102 Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 103 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 104 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

Energy Drinks in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

More stable prices as players shift to product differentiation

Socioeconomic challenges impact on-trade performance

PET plastic bottles dominate the product area, while canned products remain niche

PROSPECTS AND OPPORTUNITIES

Premium brands focus on sponsorships to build visibility

Hard discounters as a growing distribution channel

Sugar-free energy drinks poised for expansion

CATEGORY DATA

Table 105 - Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 106 - Off-trade Sales of Energy Drinks: Value 2019-2024

Table 107 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 108 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 109 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 110 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 111 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 112 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 113 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 114 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 115 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 116 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

Sports Drinks in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minimal price difference between sports drinks and bottled water boosts sales Economic challenges and blackouts impact sports drinks sales Strong brand activity fuels visibility and engagement

PROSPECTS AND OPPORTUNITIES

Brands offering higher electrolyte content to gain traction in modern channels

Ecuadorian athletes drive brand opportunities

Increasing focus on fitness to drive sports drinks consumption

CATEGORY DATA

Table 117 - Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 118 - Off-trade Sales of Sports Drinks: Value 2019-2024

Table 119 - Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 120 - Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 121 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 122 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 123 - NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 124 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 125 - Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 126 - Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 127 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 128 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

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/soft-drinks-in-ecuador/report.