



# Baked Goods in Ecuador

November 2025

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## [Baked Goods in Ecuador - Category analysis](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Improving economy supports growth

#### INDUSTRY PERFORMANCE

Prices stabilise, thus supporting demand

Packaged leavened bread registers highest value growth

#### WHAT'S NEXT

Moderate growth for staples, stronger momentum for indulgence

Increasing focus on a healthier positioning

Continuing innovation keeps consumers engaged

#### COMPETITIVE LANDSCAPE

Artisanal bakeries continues to dominate

Private label makes significant gains

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Discounters gain most value share

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## [Staple Foods in Ecuador - Industry Overview](#)

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Falling retail prices sees profit margins narrow

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#### INDUSTRY PERFORMANCE

Flat performance in 2025

Consumers continue to be price sensitive

Discounters making significant gains

#### WHAT'S NEXT

Moderate growth over forecast period

Innovation key for branded players to stay ahead

Limited value growth for e-commerce

## COMPETITIVE LANDSCAPE

Procesadora Nacional de Alimentos CA holds on to top spot

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