



Euromonitor  
International

# Baby and Child-Specific Products in Ecuador

May 2026

Table of Contents

## Baby and Child-Specific Products in Ecuador - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Value Erosion in Baby Wipes Limits Overall Growth Despite Parental Spending

#### INDUSTRY PERFORMANCE

Value Erosion in Baby Wipes Limits Overall Growth Despite Parental Spending

Chart 1 - Purigi Baby Care

Pharmacy Private Label Purigi Drives Functional Innovation in Baby Care

Bambú Leverages Parenting Community to Shift Baby Care beyond Function

Chart 2 - Bambú Real Momtok

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Parents' Shift to Premium and Safety Boosts Category Resilience

Baby Wipes Face Decline While Sun Care Emerges as Growth Leader

Smaller Brands' Digital Engagement Reshapes Competition and Consumer Trust

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Johnson & Johnson and Zaimella Strengthen Lead through Brand Loyalty

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

#### CHANNELS

Grocery Retailers Maintain Importance Amid Informal Retail Significance

Retail E-Commerce Grows Steadily Driven by Urban Parental Demand

Chart 10 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 11 - Economic Context for Baby and Child-Specific Products

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 14 - Consumer Context for Baby and Child-Specific Products

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Ecuador - Industry Overview](#)

#### EXECUTIVE SUMMARY

Fragrances Drive Confidence-Led Growth Amid Competitive Expansion

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Fragrances Drive Confidence-Led Growth Amid Competitive Expansion

Chart 19 - Sedal Luminous Campaign

Hair Care Leads Value Growth While Sun Care Faces Market Challenges

Chart 20 - Nivea Dermacontrol Deodorants

Yanbal Elevates Daily Sun Protection through Preventive Longevity Messaging, While K-Beauty Gains Traction

Chart 21 - Arcamia Offers Korean Brands

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

Government Import Tariffs Reshape Pricing and Consumer Behaviour Drives Strategic Shifts

Hair Care Solidifies Leadership While Depilatories Lead Growth Momentum

Consumer Demand for Multifunctional, Skin-Focused Products Drives Innovation and Competition

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Yanbal Sustains Leadership through Regular Promotions and Innovation

Private Label Growth and Product Innovation Create New Competitive Dynamics

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

## CHANNELS

Grocery Retailers Maintain Dominance as Discounters Rapidly Expand Share

Retail E-Commerce Grows Gradually but Remains Niche Amid Preference for Physical Stores

Chart 29 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

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/baby-and-child-specific-products-in-ecuador/report](http://www.euromonitor.com/baby-and-child-specific-products-in-ecuador/report).