



Euromonitor  
International

# Energy Drinks in Ecuador

December 2025

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## Energy Drinks in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Healthy volume growth is stronger than value growth in energy drinks

#### INDUSTRY PERFORMANCE

Functional appeal drives growth of energy drinks, amid competitive pressures

Reduced sugar energy drinks see slightly stronger growth, albeit sugar is not a key concern in energy drinks

#### WHAT'S NEXT?

Ongoing growth driven by affordable options, while premium offerings will remain niche

Innovation, storytelling, and media investment will support growth

Functionality remains the key driver for energy drinks sales

#### COMPETITIVE LANDSCAPE

Tesalia Spring Co maintains lead thanks to popularity and wide distribution of its V220 brand

Coca-Cola's Fury supports robust growth for the player

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Small local grocers remains the key distribution channel

Discounters channel sees strongest growth from a low base

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### 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

## CHANNELS

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Summary 1 - Research Sources

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