



Euromonitor
International

Dermatologicals in Ecuador

September 2025

Table of Contents

Dermatologicals in Ecuador - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Beauty, stress and hygiene drive growth in 2025

Bayer leads, supported by its well-established portfolio of trusted brands

Tursted pharmacies maintain their lead in 2025

PROSPECTS AND OPPORTUNITIES

Sustained growth driven by beauty, wellness, and active lifestyles

Breaking barriers: how awareness and innovation are fuelling growth in vaginal antifungals

Self-treatment culture and easy Rx access

CATEGORY DATA

Table 1 - Sales of Dermatologicals by Category: Value 2020-2025

Table 2 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 4 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 5 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 6 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Consumer Health in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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/dermatologicals-in-ecuador/report.