



Rice, Pasta and Noodles in Ecuador

November 2025

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Lower profit margins, as prices fall

INDUSTRY PERFORMANCE

Fall in value sales, though volume sales hold steady

Instant noodles register highest value growth

WHAT'S NEXT

Steady growth over forecast period

Gluten-free pasta growing niche

Italian pasta gains value share

COMPETITIVE LANDSCAPE

La Oriental Industria Alimenticia continues to lead

Partnership with Tiendas Tufi further boosts La Oriental Industria Alimenticia

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Discounters gains most value share

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Falling retail prices sees profit margins narrow

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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

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