



Processed Fruit and Vegetables in Ecuador

November 2025

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Processed Fruit and Vegetables in Ecuador - Category analysis

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2025 DEVELOPMENTS

Healthy value and volume growth in 2025

INDUSTRY PERFORMANCE

Convenience drives demand

Frozen processed potatoes register highest value growth

COMPETITIVE LANDSCAPE

Veconsa maintains commanding lead

Private label gains most value share

CHANNELS

Supermarkets remain the dominant channel

Significant gains for discounters

WHAT'S NEXT

Stable growth over forecast period, with similar dynamics as in 2025

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Brand loyalty dampens private label growth to an extent

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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

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