



**Euromonitor
International**

Sports Drinks in Ecuador

December 2025

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Sports Drinks in Ecuador - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks suffer from lower consumer spending power and lack of demand due to poor weather conditions

INDUSTRY PERFORMANCE

Divergent trends seen in sports drinks, with oral rehydration solutions attracting attention

Regular sports drinks dominate over reduced sugar options, with brand awareness key to sales

WHAT'S NEXT?

Growth and opportunities remain for sports drinks, despite affordability pressures

Expanding beyond modern trade will be a key strategy to growth

Health and wellness trends drive hydration but challenge sugar-rich sports drinks

COMPETITIVE LANDSCAPE

Ajecuador SA Leads Sports Drinks with a variety of presentations

Genommalab benefits from the ORS positioning of Suerox

CHANNELS

Small local grocers remain the leading distribution channel for sports drinks

Discounters channel sees strongest growth from a low base

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Soft Drinks in Ecuador - Industry Overview

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

Small local grocers maintain relevance, despite growing share of other retail channels
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Summary 1 - Research Sources

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