



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Ecuador

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of sweet biscuits, snack bars, and fruit snacks continue to decline amid ongoing consumer price sensitivity

Mondelez Ecuador leads sales through powerful brand portfolio and wide distribution

Discounters drive growth through targeted format adjustments

PROSPECTS AND OPPORTUNITIES

Affordability and impulse buying will fuel future growth

Oreo sets a new benchmark for innovation

Indulgence will continue to outweigh health and wellness trend

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-ecuador/report.