



Edible Oils in Ecuador

November 2025

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2025 DEVELOPMENTS

Ecuador's edible oils market stabilises as consumers seek healthier affordable options

INDUSTRY PERFORMANCE

Falling palm oil prices weigh on edible oils value sales

Sunflower oil leads growth

WHAT'S NEXT

Edible oils market face modest growth amid enduring price sensitivity and rise of private labels

Health and wellness trends will shape consumer choices

Innovation to drive premiumisation in edible oils

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La Fabril leads sales, despite losing share to private label

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Market stabilises amid decline palm oil prices

Home-cooking trend sustains growth in sauces, dips, and condiments

Economic pressures drive value-seeking behaviours

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Steady but modest growth expected

Smaller family sizes will present new opportunities

Practicality in meal preparation will drive demand for convenient formats

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