



Euromonitor
International

Sweet Spreads in Ecuador

November 2025

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Sweet Spreads in Ecuador - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads records a mixed performance

INDUSTRY PERFORMANCE

Modest value growth despite rising volumes

Honey leads value growth within sweet spreads

WHAT'S NEXT?

Positive outlook, driven by chocolate spreads

Honey will benefit from wellness claims

Jams and preserves manufacturers to focus on affordability to boost sales

COMPETITIVE LANDSCAPE

Ferrero leads sweet spreads landscape

Nutzel popular as availability widens

CHANNELS

Supermarkets leads distribution

Discounters channel drives growth

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Cooking Ingredients and Meals in Ecuador - Industry Overview

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Ecuador's cooking ingredients market evolves with affordability pressures and changing consumer needs

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Market stabilises amid decline palm oil prices

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

Economic pressures drive value-seeking behaviours

WHAT'S NEXT?

Steady but modest growth expected

Smaller family sizes will present new opportunities

Practicality in meal preparation will drive demand for convenient formats

COMPETITIVE LANDSCAPE

La Fabril maintains leadership despite rising private label competition

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