



Euromonitor  
International

# Staple Foods in Ecuador

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Table of Contents

## Staple Foods in Ecuador

### EXECUTIVE SUMMARY

Falling retail prices sees profit margins narrow

### KEY DATA FINDINGS

### 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

Procesadora Nacional de Alimentos CA holds on to top spot

Piggis Embutidos Cia Ltda gains most value share

### CHANNELS

Independent bakeries largest retail channel

Discounters gain most value share

### MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2021-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baked Goods in Ecuador

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Improving economy supports growth

### INDUSTRY PERFORMANCE

Prices stabilise, thus supporting demand

Packaged leavened bread registers highest value growth

## WHAT'S NEXT

Moderate growth for staples, stronger momentum for indulgence

Increasing focus on a healthier positioning

Continuing innovation keeps consumers engaged

## COMPETITIVE LANDSCAPE

Artisanal bakeries continues to dominate

Private label makes significant gains

## CHANNELS

Traditional bakeries remain key

Discounters gain most value share

## CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - Sales of Pastries by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in Ecuador](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Negative performance in 2025

## INDUSTRY PERFORMANCE

Fall in volume sales, driven by decline in hot cereals

Other RTE cereals make highest gains

## WHAT'S NEXT

Growth in breakfast cereals will come from affordable RTE options, as hot cereals lose momentum

Increasing demand for breakfast cereals with a healthier positioning

Increasing polarisation, with affordability and value-added benefits both driving sales

## COMPETITIVE LANDSCAPE

PepsiCo still leads, but losing ground to private label

Private label makes significant gains

## CHANNELS

Supermarkets and small local grocers continue to lead

Discounters see value share increase by over a fifth

## CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025  
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025  
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025  
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025  
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025  
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025  
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030  
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030  
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030  
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Processed Fruit and Vegetables in Ecuador](#)

## KEY DATA FINDINGS

### 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

Increasing demand for healthier options, which presents opportunity for frozen offerings.

Brand loyalty dampens private label growth to an extent

## CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025  
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025  
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025  
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025  
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025  
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025  
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025  
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025  
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030  
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030  
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030  
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Processed Meat, Seafood and Alternatives To Meat in Ecuador](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

End of stockpiling behaviour sees volume sales fall

### INDUSTRY PERFORMANCE

Overall fall in volume and value sales

Frozen processed poultry registers positive growth and makes most gains

### WHAT'S NEXT

Stable growth over forecast period

A premium look key in driving sales

Chilled and frozen products see most innovation

### COMPETITIVE LANDSCAPE

Leading players face mounting competition as small brands and private label gain ground in processed meat.

Piggis Embutidos makes significant gains

### CHANNELS

Supermarkets continue to dominate distribution

Discounters gain most value share

### CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

### COUNTRY REPORTS DISCLAIMER

[Rice, Pasta and Noodles in Ecuador](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Lower profit margins, as prices fall

### INDUSTRY PERFORMANCE

Fall in value sales, though volume sales hold steady

Instant noodles register highest value growth

### WHAT'S NEXT

Steady growth over forecast period

Gluten-free pasta growing niche

Italian pasta gains value share

## COMPETITIVE LANDSCAPE

La Oriental Industria Alimenticia continues to lead

Partnership with Tiendas Tufi further boosts La Oriental Industria Alimenticia

## CHANNELS

Small local grocers continue to dominate, but are losing value share

Discounters gains most value share

## CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 69 - NBO Company Shares of Rice: % Value 2021-2025

Table 70 - LBN Brand Shares of Rice: % Value 2022-2025

Table 71 - NBO Company Shares of Pasta: % Value 2021-2025

Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 73 - NBO Company Shares of Noodles: % Value 2021-2025

Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 76 - Distribution of Rice by Format: % Value 2020-2025

Table 77 - Distribution of Pasta by Format: % Value 2020-2025

Table 78 - Distribution of Noodles by Format: % Value 2020-2025

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

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