

Drinking Milk Products in Ecuador

Market Direction | 2022-09-28 | 20 pages | Euromonitor

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Report description:

The price of milk decreased during 2021 as some consumers became more cautious in their expenses and therefore opted for cheaper brands. This created a price war between the different brands. Private label also pushed its milk prices down, while brands such as Gloria and TRU, are sold at affordable prices. In addition, the economic crisis also caused consumers to switch to milk in bags from milk packaged in Tetra Brik cartons. However, during the second quarter of 2022, the unit prices of milk i...

Euromonitor International's Drinking Milk Products in Ecuador report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Consumers switch to more affordable milk brands and private label while the government discusses legal reform to pay dairy farmers a fixed price

Flavoured milk drinks recovers but lacks competitiveness due to the outright lead of Industrias Lacteas Toni, while powder milk is limited by a small number of players and high prices

Price pressures make for a challenging competitive environment in drinking milk products

PROSPECTS AND OPPORTUNITIES

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