

Sweet Spreads in Ecuador

Market Direction | 2023-11-22 | 17 pages | Euromonitor

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Report description:

Historically, chocolate spreads have been an expensive option for Ecuadorians and is usually only found in modern retail channels where shoppers tend to have higher purchasing power. As a result, chocolate spreads have been inaccessible to a large number of consumers. The clear leader in the category, Ferrero with its brand Nutella, has faced relatively low competition with few substitute products. The entrance of Corporacion El Rosado and its Nutristar and Nutzel brands has disrupted the category...

Euromonitor International's Sweet Spreads 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Sweet Spreads in Ecuador
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List Of Contents And Tables

SWEET SPREADS IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Corporacion El Rosado makes chocolate spreads more accessible

Local flavours drive the growth of jams and preserves

Holistic approach to wellness benefits honey consumption

PROSPECTS AND OPPORTUNITIES

Sugar content is a challenge for the category

Premium, gourmet and organic products are key growth opportunities

Development of healthier and nutritious options provides growth opportunities

CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2018-2023

Table 2 Sales of Sweet Spreads by Category: Value 2018-2023

Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 4 Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 6 LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 7 Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 8 Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 9 Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 10 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN ECUADOR

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 18 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 19 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 21 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

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