

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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Local flavours drive the growth of jams and preserves

Holistic approach to wellness benefits honey consumption

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