

## **Tissue and Hygiene in Ecuador**

Market Direction | 2024-03-05 | 44 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

In 2023, Ecuador's tissue and hygiene landscape recorded flat rate retail value growth. Following the economic downturn experienced during COVID-19, Ecuador has showcased growth in its GDP, with Ecuador's GDP steadily increasing in 2023 to reach a 2% growth by year-end. In addition, unemployment decreased by 3% across 2023. Despite these positive indicators, consumers remained cautious in their spending habits, with factors such as high crime rates, political instability and the arrival of the E...

Euromonitor International's Tissue and Hygiene in Ecuador report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- \* Get a detailed picture of the Tissue and Hygiene 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Tissue and Hygiene in Ecuador  
Euromonitor International  
March 2024

### List Of Contents And Tables

#### TISSUE AND HYGIENE IN ECUADOR

##### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

##### MARKET INDICATORS

Table 1 Birth Rates 2018-2023  
Table 2 Infant Population 2018-2023  
Table 3 Female Population by Age 2018-2023  
Table 4 Total Population by Age 2018-2023  
Table 5 Households 2018-2023  
Table 6 Forecast Infant Population 2023-2028  
Table 7 Forecast Female Population by Age 2023-2028  
Table 8 Forecast Total Population by Age 2023-2028  
Table 9 Forecast Households 2023-2028

##### MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### MENSTRUAL CARE IN ECUADOR

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Retail value sales decline as cautious purchasing behaviour rises  
Time outside the household boosts retail volume sales of menstrual care goods  
Consumers value price and absorption when purchasing goods

##### PROSPECTS AND OPPORTUNITIES

The ongoing movement to increase access to menstrual care products  
Tampons gain ground as rising awareness of the product benefits aids sales  
Solid growth opportunities for pantyliners, however, challenges may dampen sales

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 22 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 23 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

## NAPPIES/DIAPERS/PANTS IN ECUADOR

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Nappies/diaper/pants face ongoing challenges during 2023

Licensing and partnerships to increase the appeal of the product

Productos Familia Sancela discontinues the Pequenin brand

### PROSPECTS AND OPPORTUNITIES

Price and performance will play a pivotal role over the forecast period

A declining birth rate leads to pressure on the competitive landscape

The government initiative to reduce VAT payments is not set to have a distinct impact

## CATEGORY DATA

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

## RETAIL ADULT INCONTINENCE IN ECUADOR

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales rise as retail adult incontinence goods have a strong presence in care settings

Light incontinence goods increasingly appeal to customers with a more active life

The competitive landscape lacks dynamism, while the price-quality ratio remains key

### PROSPECTS AND OPPORTUNITIES

Innovation focuses on products targeted at specific audiences

The ageing population in Ecuador creates ongoing growth potential

Public awareness and acceptance of products is a growth factor for the forecast period

## CATEGORY DATA

Table 31 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 32 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 33 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 34 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 35 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 36 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

## WIPES IN ECUADOR

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Thriving competitive landscape for wipes in Ecuador while private label gains ground

The market leader, Essity, bolsters growth for intimate wipes

Facial cleansing wipes recover following a decline during COVID-19

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

The decline in birth rates is a significant growth barrier for baby wipes

Aligning with skin care trend to offer added-value benefits

The quality-price ratio will remain key for consumers

## CATEGORY DATA

Table 37 Retail Sales of Wipes by Category: Value 2018-2023

Table 38 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 40 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 41 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 42 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

## RETAIL TISSUE IN ECUADOR

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Logistics and price points stabilise, boosting retail value growth in 2023

Economy brands and private label options gain ground on the landscape

Facial tissue rebounds following the outbreak of COVID-19

### PROSPECTS AND OPPORTUNITIES

Retail tissue is set to see moderate growth across the forecast period

Players focus on communicating value for money to remain competitive

## CATEGORY DATA

Table 43 Retail Sales of Tissue by Category: Value 2018-2023

Table 44 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 46 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 47 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 48 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

## AWAY-FROM-HOME TISSUE AND HYGIENE IN ECUADOR

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Away-from-home tissue and hygiene recover to pre-COVID-19 levels

Economy retail brands and private label goods remain a challenge for institutional sales

Price rises lead companies to look for cost savings in 2023

### PROSPECTS AND OPPORTUNITIES

Away-from-home adult incontinence goods has limited results

Simplifying logistics to gain a competitive edge on the away-from-home landscape

El Nino and economic adversity will negatively impact the away-from-home landscape

## CATEGORY DATA

Table 49 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 51 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 52 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 53 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 54 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Tissue and Hygiene in Ecuador

Market Direction | 2024-03-05 | 44 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to [support@scotts-international.com](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto:support@scotts-international.com) or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)