

Baby and Child-Specific Products in Ecuador

Market Direction | 2024-04-29 | 23 pages | Euromonitor

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Report description:

2023 saw significant growth in sales of baby wipes offered under brands imported from China. The appearance of these Chinese brands, which represent the ideal combination of high quality and low price, has played a key role in reenergising the category, boosting demand in the midst of a challenging trading scenario due the complicated economic situation in Ecuador. The advent of these Chinese brands has meant greater variety for Ecuadorian consumers and, crucially, a decline in the average unit...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific 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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Chinese brands make a bid to improve their positions and increase their influence

Angelino records an outstanding performance thanks to its launch of new products

Schools increasingly ask parents to supply sun care products for their children

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