

Beauty and Personal Care in Ecuador

Market Direction | 2024-04-29 | 113 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

The current socioeconomic situation in Ecuador is becoming more challenging and complex for consumers and fmcg companies alike, with 2023 witnessing political instability and a deterioration of the security situation in the country. All of these factors combined have generally had a negative effect on consumption, making consumers much more cautious in their spending, especially on non-essential products, and this was evident in the prevailing sales trends across beauty and personal care during...

Euromonitor International's Beauty and Personal Care 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 Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care 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

www.scotts-international.com

Table of Contents:

Beauty and Personal Care in Ecuador
Euromonitor International
April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN ECUADOR

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Yanbal's robust approach to expansion pushes the recovery of direct selling
Hard discounters, private label attract the attention of consumers with tight budgets
Dermocosmetics and dermocosmetic lookalikes outperform mass brands

PROSPECTS AND OPPORTUNITIES

Mass brands set to include more premium ingredients to appeal to consumers
Masstige brands set to contribute to higher value growth in the category
Non-compliant counterfeit products pose challenges for the entire industry

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN ECUADOR

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2023 DEVELOPMENTS

L'Oreal drives the growth of premium beauty and personal care

Cross-border e-commerce becomes a substitute for shopping in local stores

Salon Professional Hair Care drives the growth of Premium Hair Care

PROSPECTS AND OPPORTUNITIES

Adverse economic scenario and tight budgets to limit demand for premium brands

Contraband, parallel imports and imitations to undermine official sales of premium brands

Free trade agreement with the EU promises tariff-free trade in beauty and personal care

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Low investment in marketing set to place limits on the extent to which sales can grow

Sales under pressure as various challenging factors undermine sales growth

Parents increasingly looking for skin care properties in products for their children

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bath and shower falters as rigorous handwashing falls by the wayside

Demand for intimate washes down despite recommendations from gynaecologists

Antibacterial properties less important than fragrance and skin care properties

PROSPECTS AND OPPORTUNITIES

Adverse economic outlook to impact sales of bath additives, shower gel, liquid soap

Specific deodorants and talc for feet set to gain ground against body powder

Confusing formats set to make it harder for consumers to make decisions

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 33 Sales of Bath and Shower by Category: Value 2018-2023

Table 34 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Goodbye to face masks, welcome back to colour cosmetics

L'Oreal generating growing sales after its return to Ecuador

Incorporating skin care elements is a new focus for colour cosmetics brands

PROSPECTS AND OPPORTUNITIES

Recently imposed night curfews place limits on nocturnal social interactions

Recovery in the supply of colour cosmetics to support sales growth

Social Media set to become increasingly important for promoting colour cosmetics

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

DEODORANTS IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorant creams in tubes appeal to budget-conscious consumers

Anti-perspirant deodorants gain traction as consumers demand better performance

Added value and efficiency of deodorants increasingly appealing to consumers

PROSPECTS AND OPPORTUNITIES

Expanding ranges to include child-specific deodorants presents new opportunities

Skin care properties set to become increasingly important in deodorants

Discounters and private label set to gaining ground during the forecast period

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023

Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 54 NBO Company Shares of Deodorants: % Value 2019-2023

Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Veet launches a new formula in response to declining volume sales in 2023

New products appear that are designed to cater to specific consumer needs

Women use standard razors and blades to avoid the so-called 'pink tax'

PROSPECTS AND OPPORTUNITIES

Laser depilation set to become a stronger challenger to sales of depilatories

Sustainability and eco-friendly proposals to become more appealing to consumers

Innovation in formulation and natural products

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominant distribution channel direct selling continues to recover from the pandemic

Yanbal stands out due to huge investment in marketing and product development

Contraband, counterfeits and imitations challenge official retail sales of fragrances

PROSPECTS AND OPPORTUNITIES

Unisex fragrances to become more attractive during the forecast period

Cross-border e-commerce expected to continue gaining traction

Removal of import tariffs from EU imports to benefit premium fragrances

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers looking for improved efficacy turn to specialist products

Styling gel loses ground against other styling agents

L'Oreal's full hair care portfolio available once again to local consumers

PROSPECTS AND OPPORTUNITIES

Thriving competitive landscape to become more intense during the forecast period

Hard discounters to become a more relevant distribution channel in hair care

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Players bet on natural ingredients and clean labels to appeal to customers

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beard care and grooming a major trend supporting demand for men's shaving

Men's skin care gains ground as more men want to protect and nourish their skin

Styling gel loses ground to styling creams and modelling waxes in men's hair care

PROSPECTS AND OPPORTUNITIES

Increase in numbers of men acting as direct selling agents presents opportunities

Barbershop culture set to remain highly influential on men's grooming

Affordability a key factor set to underpin sales growth during the forecast period

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2018-2023

Table 86 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brands that represent good value the big winners as volume growth turns positive

Fortident's sales decrease presents opportunities to smaller players

More specialised oral care brands benefit from more recommendations from dentists

PROSPECTS AND OPPORTUNITIES

Hard discounters set to spur growth in sales of less expensive oral care products

Power toothbrushes to maintain significant growth potential despite high prices

Denture care set to benefit from the ageing of the Ecuadorian population

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023
 Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
 Table 99 NBO Company Shares of Oral Care: % Value 2019-2023
 Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023
 Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028
 Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
 Table 103 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
 Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady sales growth of Facial Care in Ecuador
 L'Oreal's revival in Ecuador underpins a revival for premium skin care overall
 Dermocosmetics and ?lookalike? dermo brands outperform mass brands in facial care

PROSPECTS AND OPPORTUNITIES

The rise of hard discounters expected to bring new dynamism to mass skin care
 Ingredient-led products set to gain ground in skin care during the forecast period
 The appeal of skin care starts to spread among younger consumers

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023
 Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023
 Table 107 NBO Company Shares of Skin Care: % Value 2019-2023
 Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023
 Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
 Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028
 Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales growth in sun care driven by higher awareness of the dangers of the sun
 Dermocosmetics and value-added features key to stronger value growth in sun care
 Brands invest in point-of-sale initiatives in an effort to boost sales growth

PROSPECTS AND OPPORTUNITIES

Ecuador's high solar radiation set to boost the attractiveness of sun care
 Visits to educational institutions to raise awareness of the need to use sun care
 Offering sun care for different skin tones a key strategy to reach more consumers

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023
 Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023
 Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023
 Table 115 NBO Company Shares of Sun Care: % Value 2019-2023
 Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023
 Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
 Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028
 Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beauty and Personal Care in Ecuador

Market Direction | 2024-04-29 | 113 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

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 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="2025-05-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com