

Beauty and Personal Care in Ecuador

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

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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.

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Euromonitor International
April 2024

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