

## **Snacks in Ecuador**

Market Direction | 2024-07-09 | 61 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

Ecuador's snack industry has endured a rollercoaster ride in 2024. A confluence of negative events - rising insecurity, economic woes stemming from the pandemic, and political instability following the early departure of President Lasso - significantly impacted consumption, particularly during the crucial holiday season in the latter half of 2023.

Euromonitor International's Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Snacks 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:

Snacks in Ecuador  
Euromonitor International  
July 2024

### List Of Contents And Tables

#### SNACKS IN ECUADOR

##### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN ECUADOR

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Security concerns disrupt peak season sales

Rising costs: A double threat from raw materials and tax increases

Chocolate with toys: A shrinking market

##### PROSPECTS AND OPPORTUNITIES

Modernisation on the rise, traditional channel remains dominant

Guilt-free indulgence: A growing trend

Ecuador: A premium chocolate powerhouse

Summary 2 Other Chocolate Confectionery by Product Type: 2024

##### CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

**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 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024  
Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024  
Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024  
Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029  
Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029  
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029  
Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

#### GUM IN ECUADOR

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Gum faces strong competition from other innovative snack categories  
Confiteca rules the traditional channel while Agogo attempts a revival  
Retailers become direct importers

##### PROSPECTS AND OPPORTUNITIES

Changing consumer preferences towards sugar-free gum  
Forecourt retailers: The modern channel's growth engine  
Investment required to reinvigorate category performance

##### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024  
Table 26 Sales of Gum by Category: Value 2019-2024  
Table 27 Sales of Gum by Category: % Volume Growth 2019-2024  
Table 28 Sales of Gum by Category: % Value Growth 2019-2024  
Table 29 Sales of Gum by Flavour: Rankings 2019-2024  
Table 30 NBO Company Shares of Gum: % Value 2020-2024  
Table 31 LBN Brand Shares of Gum: % Value 2021-2024  
Table 32 Distribution of Gum by Format: % Value 2019-2024  
Table 33 Forecast Sales of Gum by Category: Volume 2024-2029  
Table 34 □Forecast Sales of Gum by Category: Value 2024-2029  
Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029  
Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

#### SUGAR CONFECTIONERY IN ECUADOR

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Gummy bears and jelly beans take the lead  
Sugar confectionery remains heavily dependent on seasonality  
Smuggling loses its fizz

##### PROSPECTS AND OPPORTUNITIES

Sugar concerns cast a shadow  
Constant innovation will nurture confectionery sales  
Classic treats face a fading appeal

Summary 3 Other Sugar Confectionery by Product Type: 2024

##### CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024  
Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024  
Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024  
Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024  
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

**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 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN ECUADOR

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Inflation pinches pockets, consumers seek value

Cereal bars: Potential fizzles out

Seasonality sweetens the deal for sweet biscuits

### PROSPECTS AND OPPORTUNITIES

Modern channel caters to health-conscious consumers

Competition heats up, offering benefits to consumers

Oreo stands out with innovation and marketing muscle

### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## ICE CREAM IN ECUADOR

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Power outages cause a chill

Toni gains ground on Unilever

Unilever revives retro delights

### PROSPECTS AND OPPORTUNITIES

Take-home treats: A growth spurt

Plant-based options: A niche on the rise

**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)

Climate change: A recipe for volatility

#### CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

#### SAVOURY SNACKS IN ECUADOR

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Consumer concerns about fat and salt content gains importance

Pepsico maintains savoury supremacy

Bimbo makes a bold entrance with Takis

##### PROSPECTS AND OPPORTUNITIES

Healthy options as a way to appeal consumers

Affordability is key to future growth

Nuts, seeds and trail mixes increase in the modern channel

Summary 4 Other Savoury Snacks by Product Type: 2024

#### CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

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

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

www.scotts-international.com

## Snacks in Ecuador

Market Direction | 2024-07-09 | 61 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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="2025-05-04"/>
		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