

## **Laundry Care in Ecuador**

Market Direction | 2025-02-11 | 19 pages | Euromonitor

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### **Report description:**

Value and volume sales were largely unchanged for laundry care in Ecuador in 2024. A series of challenges adversely affected economic activity and dampened growth in laundry care. This included a security crisis and a severe electricity crisis due to drought that hampered hydroelectricity production, leading to frequent blackouts. As such, with consumers being highly price sensitive, powder detergent continued to account for most value sales, as it is significantly cheaper than other offerings...

Euromonitor International's Laundry Care in Ecuador market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- \* Get a detailed picture of the Laundry 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.

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## Table of Contents:

Laundry Care in Ecuador  
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### List Of Contents And Tables

#### LAUNDRY CARE IN ECUADOR

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Powder detergent continues to account for most value sales

Laundry aids registers very healthy volume growth, supported by increasing private label offerings

Little demand for more specialised laundry detergents

##### PROSPECTS AND OPPORTUNITIES

Lower value share for private label in laundry care

Multifunctionality of powder detergents continues to support volume sales

Gradual decline of bar detergents

##### CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2019-2024

##### CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2019-2024

Table 3 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 4 Sales of Laundry Aids by Category: Value 2019-2024

Table 5 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 6 Sales of Laundry Detergents by Category: Value 2019-2024

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 8 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 9 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 10 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 11 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 12 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 13 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 14 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 15 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

#### HOME CARE IN ECUADOR

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 16 Households 2019-2024

##### MARKET DATA

Table 17 Sales of Home Care by Category: Value 2019-2024

Table 18 Sales of Home Care by Category: % Value Growth 2019-2024

Table 19 NBO Company Shares of Home Care: % Value 2020-2024

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Table 20 LBN Brand Shares of Home Care: % Value 2021-2024

Table 21 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 22 Distribution of Home Care by Format: % Value 2019-2024

Table 23 Distribution of Home Care by Format and Category: % Value 2024

Table 24 Forecast Sales of Home Care by Category: Value 2024-2029

Table 25 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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