

Surface Care in Ecuador

Market Direction | 2025-02-11 | 16 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Value and volume sales were largely unchanged for surface care in Ecuador in 2024. A series of challenges adversely affected economic activity and dampened growth. 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, multi-purpose cleaners remained one of the best-selling products within surface care. Multi-purpose cleaners are seen as more ec...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface 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.

Table of Contents:

Surface Care in Ecuador

Euromonitor International

February 2025

List Of Contents And Tables

SURFACE CARE IN ECUADOR

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multi-purpose cleaners remain one of the best sellers

Thriving panorama for private label

Increasing offering of impregnated wipes

PROSPECTS AND OPPORTUNITIES

Further growth potential for niche offerings

Versatility of powder detergent continues to dampen values sales with surface care

Players look to differentiate through added benefits such as scent

CATEGORY DATA

Table 1 Sales of Surface Care by Category: Value 2019-2024

Table 2 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

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

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

Table 7 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 8 Forecast Sales of Surface 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 9 Households 2019-2024

MARKET DATA

Table 10 Sales of Home Care by Category: Value 2019-2024

Table 11 Sales of Home Care by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Home Care: % Value 2020-2024

Table 13 LBN Brand Shares of Home Care: % Value 2021-2024

Table 14 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 15 Distribution of Home Care by Format: % Value 2019-2024

Table 16 Distribution of Home Care by Format and Category: % Value 2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 17 Forecast Sales of Home Care by Category: Value 2024-2029

Table 18 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Surface Care in Ecuador

Market Direction | 2025-02-11 | 16 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com