



# Tea in Ecuador

January 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Migration from black tea to green tea the defining trend in tea in 2023  
Fruit/herbal tea booms as demand for products that promise wellness benefits rises  
CETCA looks into expanding the use of tea as an ingredient beyond hot drinks

### PROSPECTS AND OPPORTUNITIES

Holistic wellbeing and fears surrounding high sugar consumption to benefit sales  
Ecuador's rich agricultural landscape to be highlighted in marketing campaigns  
New distribution channels to be explored in an effort to maximise penetration

### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2018-2023  
Table 2 - Retail Sales of Tea by Category: Value 2018-2023  
Table 3 - Retail Sales of Tea by Category: % Volume Growth 2018-2023  
Table 4 - Retail Sales of Tea by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Tea: % Retail Value 2019-2023  
Table 6 - LBN Brand Shares of Tea: % Retail Value 2020-2023  
Table 7 - Forecast Retail Sales of Tea by Category: Volume 2023-2028  
Table 8 - Forecast Retail Sales of Tea by Category: Value 2023-2028  
Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028  
Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

## Hot Drinks in Ecuador - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023  
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023  
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023  
Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023  
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023  
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023  
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023  
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023  
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023  
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/tea-in-ecuador/report](http://www.euromonitor.com/tea-in-ecuador/report).