

# Concentrates in Ecuador

December 2024

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# Concentrates in Ecuador - Category analysis

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#### 2024 DEVELOPMENTS

Fruit flavours lose ground in powdered concentrates

Mondelez and Sumesa show limited investment in the category

Quala continues to lead concentrates

## PROSPECTS AND OPPORTUNITIES

Television advertising remains central to marketing strategies Limited availability of liquid concentrates hinders expansion Functional ingredients offer opportunities for innovation

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