

# Away-From-Home Tissue and Hygiene in Ecuador

May 2025

Table of Contents

### Away-From-Home Tissue and Hygiene in Ecuador - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Significant fall in value sales, as frequent blackouts hamper businesses Value growth for AFH adult incontinence, though value sales still low Shopping centres fare better than other businesses

#### PROSPECTS AND OPPORTUNITIES

Positive growth, in spite of challenges Retailers look to steal value share from wholesalers Opportunity to focus more on innovation

#### CATEGORY DATA

Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024Table 3 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024Table 5 - Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2024-2029Table 6 - Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value 2024-2029

#### Tissue and Hygiene in Ecuador - Industry Overview

#### EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for tissue and hygiene?

#### MARKET INDICATORS

- Table 7 Birth Rates 2019-2024
- Table 8 Infant Population 2019-2024
- Table 9 Female Population by Age 2019-2024
- Table 10 Total Population by Age 2019-2024
- Table 11 Households 2019-2024
- Table 12 Forecast Infant Population 2024-2029
- Table 13 Forecast Female Population by Age 2024-2029
- Table 14 Forecast Total Population by Age 2024-2029
- Table 15 Forecast Households 2024-2029

#### MARKET DATA

- Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

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