



# Hair Care in Ecuador

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Standard shampoos the largest category, while salon professional hair care leads growth  
Unilever continues to lead hair care in Ecuador due to its strong distribution network and marketing investments  
Blackouts affect traditional channel, while supermarkets stand strong

PROSPECTS AND OPPORTUNITIES

Hair care expected to continue growing due to innovation and increasing demand  
Marketing investments will shape Hair care growth in the forecast period  
Ingredient-led innovation as consumers become more knowledgeable

CATEGORY DATA

- Table 1 - Sales of Hair Care by Category: Value 2019-2024
- Table 2 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 6 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 7 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 8 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 9 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 11 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

MARKET DATA

- Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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