



Euromonitor
International

Hair Care in Ecuador

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Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers looking for improved efficacy turn to specialist products
Styling gel loses ground against other styling agents
L'Oréal's full hair care portfolio available once again to local consumers

PROSPECTS AND OPPORTUNITIES

Thriving competitive landscape to become more intense during the forecast period
Hard discounters to become a more relevant distribution channel in hair care
Players bet on natural ingredients and clean labels to appeal to customers

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023
Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 6 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 7 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 8 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 9 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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