



Euromonitor
International

Wine in Ecuador

June 2025

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2024 DEVELOPMENTS

Volume sales fall by a quarter
Packaging used as key marketing tool
Small local grocers lose most volume share

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Alcoholic Drinks in Ecuador - Industry Overview

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Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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