



Euromonitor  
International

# Laundry Care in Ecuador

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Powder detergent continues to account for most value sales
- Laundry aids registers very healthy volume growth, supported by increasing private label offerings
- Little demand for more specialised laundry detergents

PROSPECTS AND OPPORTUNITIES

- Lower value share for private label in laundry care
- Multifunctionality of powder detergents continues to support volume sales
- Gradual decline of bar detergents

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 2 - Sales of Laundry Care by Category: Value 2019-2024
- Table 3 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 4 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 5 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 6 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 8 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 9 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 10 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 11 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 12 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 14 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Home Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

Table 16 - Households 2019-2024

MARKET DATA

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

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-ecuador/report](https://www.euromonitor.com/laundry-care-in-ecuador/report).