



Juice in Ecuador

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice benefits from the post-pandemic return to in-person school tuition
Products packaged in returnable bottles gain sales share in juice
Family sizes king in juice drinks, more diverse pack sizes in nectars

PROSPECTS AND OPPORTUNITIES

El Niño climate phenomenon to impact availability of fruit for juice brands
Opportunities and challenges ahead for not from concentrate 100% juice
Entry of new players into reconstituted 100% juice to drive consumption

CATEGORY DATA

- Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

Soft Drinks in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
Competitive landscape
Retailing developments
Foodservice vs retail split

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 37 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 41 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 42 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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/juice-in-ecuador/report.