



Baby and Child-Specific Products in Ecuador

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby and child-specific products continue to grow in the midst of a declining target demographic
Johnson & Johnson del Ecuador leads the category, while La Fabril increases its market share
E-commerce faces important challenges as it looks to become mainstream

PROSPECTS AND OPPORTUNITIES

Sun care set to see strong growth as parents become more aware of skin care issues
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Beauty and Personal Care in Ecuador - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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