



Euromonitor
International

Spirits in Ecuador

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Socio-economic challenges see volume sales fall
Zhumir brand continues to lead spirits
Discounters gain most volume share

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period
Adding flavours and reducing alcohol content key areas of focus
Affordable premium key driver of sales

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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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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DISCLAIMER

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