

Premium Beauty and Personal Care in Ecuador

May 2025

Table of Contents

Premium Beauty and Personal Care in Ecuador - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable growth, though mixed performances across categories L'Oréal's brands play key role in premium beauty and personal care Consumers look for cheaper ways to access to premium beauty and personal care products

PROSPECTS AND OPPORTUNITIES

Hair care, skin care and sun care are set to be the drivers of premium beauty and personal care Dupes will limit the growth of premium beauty and personal care Marketing and innovation to go hand in hand in the forecast period

CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for beauty and personal care?

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2019-2024

- Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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