



Ecuador Cities Review

September 2024

Table of Contents

HEADLINES

URBAN CONSUMER

Natural change is the main contributor to population growth in Guayaquil
Santo Domingo de los Colorados poised for significant growth in internet connectivity

CONSUMER FINANCE

Quito achieves Ecuador's highest disposable income per capita
Elevated inflation in Manta continues to restrict consumer purchasing power

ECONOMY

Guayaquil to remain the largest contributor to Ecuador's economy by 2028
Cuenca is Ecuador's most motorised city

CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2023

POPULATION

Chart 1 - Population in 2023 and Population Period Growth 2023-2028
Chart 2 - Population by Age by City 2023
Chart 3 - Average Household Size by City 2023
Chart 4 - Population Density and Net Migration 2023
Summary 2 - City Scorecard in Population Pillar 2023

CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Ecuador by City 2023
Chart 6 - Consumer Expenditure per Capita 2023 and Consumer Expenditure Period Growth 2023-2028
Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2023
Chart 8 - Discretionary vs Necessity Consumer Expenditure 2023
Summary 3 - City Scorecard in Consumer Expenditure Pillar 2023

DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2023
Chart 10 - Possession of Digital Devices by City 2023
Summary 4 - City Scorecard in Digital Consumer Pillar 2023

INCOME AND WEALTH

Chart 11 - Disposable Income per Capita 2023 and Disposable Income Period Growth 2023-2028
Chart 12 - Share of Households by Disposable Income Band 2023
Chart 13 - Number of Households with Disposable Income Over USD150,000 2023 and Period Growth 2023-2028
Chart 14 - Household Possession of Kitchen Durables by City 2023
Chart 15 - Household Possession of Entertainment Electronics by City 2023
Chart 16 - Household Possession of Other Durables by City 2023
Chart 17 - Number of Passenger Cars and Motorcycles per Household 2023
Chart 18 - Possession of Transport Vehicles by City 2023
Summary 5 - City Scorecard in Wealth Pillar 2023

ECONOMY

Chart 19 - GDP per Capita in 2023 and Real GDP Growth by City 2023-2028
Summary 6 - City Scorecard in Economy Pillar 2023

LABOUR

Chart 20 - Economically Active Population in 2023 and Employed Population Period Growth by City 2018-2023

Chart 21 - Labour Force Participation Rate and Unemployment by City 2023

Chart 22 - Labour Productivity Value 2023 and Productivity Period Growth by City 2018-2023

Summary 7 - City Scorecard in Labour Pillar 2023

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/ecuador-cities-review/report.