



Euromonitor
International

Rtds in Ecuador

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in volume sales, due to several factors
Cubata gains significant traction over review period
E-commerce gains most volume share

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Variety in terms of size and packaging formats ensures wide consumer base
Constant launches keep consumers engaged

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Alcoholic Drinks in Ecuador - Industry Overview

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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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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