



Euromonitor
International

Dairy Products and Alternatives in Ecuador

August 2024

Table of Contents

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 5 - Penetration of Private Label by Category: % Value 2019-2024
- Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining birth rates and economic challenges constrain baby food consumption
Special baby milk formula faces intensified challenges amidst economic strain
Government and international advocacy for breastfeeding impacts formula sales

PROSPECTS AND OPPORTUNITIES

High prices restrict milk formula adoption in Ecuador
Planned parenthood and the rise of health-conscious parenting
Strategic investment in advertising for growing-up milk formula

CATEGORY DATA

- Table 9 - Sales of Baby Food by Category: Volume 2019-2024
- Table 10 - Sales of Baby Food by Category: Value 2019-2024
- Table 11 - Sales of Baby Food by Category: % Volume Growth 2019-2024
- Table 12 - Sales of Baby Food by Category: % Value Growth 2019-2024
- Table 13 - NBO Company Shares of Baby Food: % Value 2020-2024
- Table 14 - LBN Brand Shares of Baby Food: % Value 2021-2024
- Table 15 - Distribution of Baby Food by Format: % Value 2019-2024
- Table 16 - Forecast Sales of Baby Food by Category: Volume 2024-2029
- Table 17 - Forecast Sales of Baby Food by Category: Value 2024-2029
- Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
- Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Butter and Spreads in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Margarine prices decline amidst global edible oil stabilisation
Volatile raw material supply poses challenges for butter production
Margarine's advantage in distribution and penetration

PROSPECTS AND OPPORTUNITIES

Health-conscious consumers drive demand for lighter products
Informal market limits category growth potential
Recipe development as a catalyst for growth in butter and spreads

CATEGORY DATA

- Table 20 - Sales of Butter and Spreads by Category: Volume 2019-2024
- Table 21 - Sales of Butter and Spreads by Category: Value 2019-2024
- Table 22 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
- Table 23 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024
- Table 24 - NBO Company Shares of Butter and Spreads: % Value 2020-2024
- Table 25 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024
- Table 26 - Distribution of Butter and Spreads by Format: % Value 2019-2024
- Table 27 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
- Table 28 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029
- Table 29 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
- Table 30 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Cheese in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic challenges dampen cheese sales
Spreadable cheese sustains popularity post-pandemic
Discounter and private label brands gain traction amidst economic crisis

PROSPECTS AND OPPORTUNITIES

Niche market for mature and semi-mature cheese expands
Expansion of spreadable cheese options drives growth
Informal market poses public health risks and market challenges

CATEGORY DATA

- Table 31 - Sales of Cheese by Category: Volume 2019-2024
- Table 32 - Sales of Cheese by Category: Value 2019-2024
- Table 33 - Sales of Cheese by Category: % Volume Growth 2019-2024
- Table 34 - Sales of Cheese by Category: % Value Growth 2019-2024
- Table 35 - Sales of Spreadable Cheese by Type: % Value 2019-2024
- Table 36 - Sales of Soft Cheese by Type: % Value 2019-2024
- Table 37 - Sales of Hard Cheese by Type: % Value 2019-2024
- Table 38 - NBO Company Shares of Cheese: % Value 2020-2024
- Table 39 - LBN Brand Shares of Cheese: % Value 2021-2024
- Table 40 - Distribution of Cheese by Format: % Value 2019-2024
- Table 41 - Forecast Sales of Cheese by Category: Volume 2024-2029
- Table 42 - Forecast Sales of Cheese by Category: Value 2024-2029
- Table 43 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029
- Table 44 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Drinking Milk Products in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic challenges dampen milk consumption
Private label and discounters gain market share
Flavoured milk rebounds post-pandemic

PROSPECTS AND OPPORTUNITIES

Growing demand for healthier milk options
Concerns over potential lead contamination in milk industry
Adapting to new consumer needs with eco-friendly packaging

CATEGORY DATA

Table 45 - Sales of Drinking Milk Products by Category: Volume 2019-2024
Table 46 - Sales of Drinking Milk Products by Category: Value 2019-2024
Table 47 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
Table 48 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
Table 49 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024
Table 50 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
Table 51 - Distribution of Drinking Milk Products by Format: % Value 2019-2024
Table 52 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
Table 53 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
Table 54 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Yoghurt and Sour Milk Products in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic challenges impact yoghurt consumption
Economic formats, private label, and hard discounters attract budget-conscious consumers
Market dominated by few companies

PROSPECTS AND OPPORTUNITIES

Healthier options appeal to high-income consumers
Co-branding as a strategy to boost sales
Affordability remains crucial for mainstream brands

CATEGORY DATA

Table 56 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
Table 60 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Other Dairy in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Companies migrate to shelf-stable cream products
- Increasing offer of coffee whiteners
- Multiple players challenge Nestlé in condensed and evaporated milk

PROSPECTS AND OPPORTUNITIES

- Health trends impact the category
- Private label unlikely to lose its appeal to consumers in the forecast period
- Investing in social media can bring new consumers to the category

CATEGORY DATA

- Table 68 - Sales of Other Dairy by Category: Volume 2019-2024
- Table 69 - Sales of Other Dairy by Category: Value 2019-2024
- Table 70 - Sales of Other Dairy by Category: % Volume Growth 2019-2024
- Table 71 - Sales of Other Dairy by Category: % Value Growth 2019-2024
- Table 72 - Sales of Cream by Type: % Value 2019-2024
- Table 73 - NBO Company Shares of Other Dairy: % Value 2020-2024
- Table 74 - LBN Brand Shares of Other Dairy: % Value 2021-2024
- Table 75 - Distribution of Other Dairy by Format: % Value 2019-2024
- Table 76 - Forecast Sales of Other Dairy by Category: Volume 2024-2029
- Table 77 - Forecast Sales of Other Dairy by Category: Value 2024-2029
- Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029
- Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

Plant-Based Dairy in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Tonicorp's entry into plant-based dairy signals growth
- Innovations in packaging: The rise of plant-based milk in bags
- Soy drinks lose ground to newer plant-based milk alternatives

PROSPECTS AND OPPORTUNITIES

- Potential oversupply in the growing product area of plant-based milk
- Challenges for plant-based cheese in achieving significant growth
- Fortification of plant-based dairy products as a growth driver

CATEGORY DATA

- Table 80 - Sales of Plant-Based Dairy by Category: Value 2019-2024
- Table 81 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024
- Table 82 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024
- Table 83 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024
- Table 84 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024
- Table 85 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029
- Table 86 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

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/dairy-products-and-alternatives-in-ecuador/report.