

Sun Care in Ecuador

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales growth in sun care driven by higher awareness of the dangers of the sun
Dermocosmetics and value-added features key to stronger value growth in sun care
Brands invest in point-of-sale initiatives in an effort to boost sales growth

PROSPECTS AND OPPORTUNITIES

Ecuador's high solar radiation set to boost the attractiveness of sun care
Visits to educational institutions to raise awareness of the need to use sun care
Offering sun care for different skin tones a key strategy to reach more consumers

CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2018-2023
Table 2 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 7 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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