

Wine in Ecuador

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Polarisation occurs in response to higher inflation
Direct imports from retailers change the game in wine industry
White wine loses relevance against other varieties

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Alcoholic Drinks in Ecuador - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
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On-trade establishments

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