

Beer in Ecuador

June 2023

Table of Contents

Beer in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sporting events boost beer sales in 2022

Cervecería Nacional dominates amid growing competition from Heineken Ecuador

Imported economy lager is dominated by major retailers

PROSPECTS AND OPPORTUNITIES

Non-alcoholic beer expected to gain the forecast period

E-commerce is key to improving sales

Craft beer looking to expand their market share

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2022

Table 1 - Number of Breweries 2017-2022

CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2017-2022

Table 3 - Sales of Beer by Category: Total Value 2017-2022

Table 4 - Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 5 - Sales of Beer by Category: % Total Value Growth 2017-2022

Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 - GBO Company Shares of Beer: % Total Volume 2018-2022

Table 11 - NBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 - LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 13 - Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 14 - Forecast Sales of Beer by Category: Total Value 2022-2027

Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing 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

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

- Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
- Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022
- Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
- Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
- Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
- Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
- Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
- Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
- Table 26 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022
- Table 27 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
- Table 28 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
- Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
- Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027
- Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
- Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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 focusing 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.