

# **Carbonates in Ecuador**

December 2023

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### Carbonates in Ecuador - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Reduced sugar cola carbonates flourishes due to the sugar tax Multiple factors spur growth in non-cola carbonates Quala enters carbonates with its new brand Zen

# PROSPECTS AND OPPORTUNITIES

Backlash against aspartame likely to have only limited impact on sales Multi-dimensional approach to consumer preferences to prove crucial Small local grocers to remain dominant despite changes in distribution

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