

Herbal/Traditional Products in Ecuador

September 2023

Table of Contents

Herbal/Traditional Products in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional sleep aids register highest current value growth

Pharmaton sees range expanded

Mentol Chino competes with giant Vick

PROSPECTS AND OPPORTUNITIES

Continuing investment in advertising supports volume sales

CBD increasingly in demand

Natural positioning benefits herbal/traditional products

CATEGORY DATA

- Table 1 Sales of Herbal/Traditional Products: Value 2018-2023
- Table 2 Sales of Herbal/Traditional Products: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
- Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
- Table 5 Forecast Sales of Herbal/Traditional Products: Value 2023-2028
- Table 6 Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

Consumer Health in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 15 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-ecuador/report.