

Juice in Ecuador

December 2023

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Juice in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice benefits from the post-pandemic return to in-person school tuition Products packaged in returnable bottles gain sales share in juice Family sizes king in juice drinks, more diverse pack sizes in nectars

PROSPECTS AND OPPORTUNITIES

El Niño climate phenomenon to impact availability of fruit for juice brands Opportunities and challenges ahead for not from concentrate 100% juice Entry of new players into reconstituted 100% juice to drive consumption

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