

Mass Beauty and Personal Care in Ecuador April 2024

Table of Contents

Mass Beauty and Personal Care in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Yanbal's robust approach to expansion pushes the recovery of direct selling
Hard discounters, private label attract the attention of consumers with tight budgets
Dermocosmetics and dermocosmetic lookalikes outperform mass brands

PROSPECTS AND OPPORTUNITIES

Mass brands set to include more premium ingredients to appeal to consumers

Masstige brands set to contribute to higher value growth in the category

Non-compliant counterfeit products pose challenges for the entire industry

CATEGORY DATA

- Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
- Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
- Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
- Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
- Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 7 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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