

# **Bottled Water in Ecuador**

December 2023

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## Bottled Water in Ecuador - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Bottled water sees unusually high increases in the average unit price Carbonated natural mineral bottled water dominated by only one player Increase in the popularity of sport and exercise benefits bottled water

## PROSPECTS AND OPPORTUNITIES

Ecofriendly consumers looking to reduce the use of single-use plastics Consumers to migrate to bottled water from other soft drinks categories Emerging players to bring innovation to functional bottled water

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