Bottled Water in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bottled water shows strong recovery as impulse consumption normalises
Carbonated bottled water players increase share of modern channel
Functional bottled water category is boosted by new brand that encourages hydration throughout the day

PROSPECTS AND OPPORTUNITIES

Carbonated natural mineral bottled water faces saturation
Environmentally-conscious consumers will look for sustainable options
Sparkling flavoured bottled water will benefit from continued innovation

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Soft Drinks in Ecuador - Industry Overview

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