

Grocery Retailers in Ecuador

April 2023

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Grocery Retailers in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers turn to other payment solutions to support spending Private label thriving thanks to perceived value for money Tuti continues to expand as consumers embrace its low-price retail model

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Supermarkets and hypermarkets set to win over more shoppers with offer of value, convenience and variety New product offerings could be key to increasing interest in modern grocery retailers Convenience stores full of potential

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