



Men's Grooming in Ecuador

May 2026

Table of Contents

Men's Grooming in Ecuador - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Value Growth in Men'S Grooming Driven by Fragrances, Offsets Shaving Price Pressure

INDUSTRY PERFORMANCE

Value Growth in Men'S Grooming Driven by Fragrances, Offsets Shaving Price Pressure

Chart 1 - Tiendas Tuti Plié Razors

Direct Selling Innovation Boosts Men'S Fragrances While Discounters Reshape Shaving

D'Mujeres Drives Male Self-Care Adoption and Value Growth

Chart 2 - D'mujeres Men's Care Zone

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Men Embrace Skin Care Routines, Driving Growth beyond Shaving

Retail Innovation and Affordability Reshape Male Grooming Habits

Skinification Drives Product Innovation and Loyalty

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal Ecuador Sa Strengthens Dominance through Fragrance Innovation and Direct Selling Expansion

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Direct Selling Drives Fragrance Growth While Discounters Reshape Shaving and Deodorants

E-Commerce Supports Price-Sensitive and Convenience-Driven Purchases but Remains Limited

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Men's Grooming

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Men's Grooming

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Fragrances Drive Confidence-Led Growth Amid Competitive Expansion

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Fragrances Drive Confidence-Led Growth Amid Competitive Expansion

Chart 19 - Sedal Luminous Campaign

Hair Care Leads Value Growth While Sun Care Faces Market Challenges

Chart 20 - Nivea Dermacontrol Deodorants

Yanbal Elevates Daily Sun Protection through Preventive Longevity Messaging, While K-Beauty Gains Traction

Chart 21 - Arcamia Offers Korean Brands

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Government Import Tariffs Reshape Pricing and Consumer Behaviour Drives Strategic Shifts

Hair Care Solidifies Leadership While Depilatories Lead Growth Momentum

Consumer Demand for Multifunctional, Skin-Focused Products Drives Innovation and Competition

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal Sustains Leadership through Regular Promotions and Innovation

Private Label Growth and Product Innovation Create New Competitive Dynamics

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance as Discounters Rapidly Expand Share

Retail E-Commerce Grows Gradually but Remains Niche Amid Preference for Physical Stores

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mens-grooming-in-ecuador/report.