

# Retail in Ecuador

April 2023

Table of Contents

## EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

## MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 - Sales in Retail Offline by Channel: Value 2017-2022

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 - Retail Offline Outlets by Channel: Units 2017-2022

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 - Retail GBO Company Shares: % Value 2018-2022

Table 8 - Retail GBN Brand Shares: % Value 2019-2022

Table 9 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 10 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 11 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 12 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 13 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 14 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 15 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 16 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 17 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 18 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 19 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## Grocery Retailers in Ecuador

## 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

## PROSPECTS AND OPPORTUNITIES

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

## CHANNEL DATA

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 22 - Sales in Grocery Retailers by Channel: Value 2017-2022

Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 24 - Grocery Retailers Outlets by Channel: Units 2017-2022

Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 26 - Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 27 - Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 28 - Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 29 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 30 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 31 - Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 32 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 33 - Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 34 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

## Non-Grocery Retailers in Ecuador

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Prices of some appliances and electronics drop as demand slows

Fashion retailers get a taste for Ecuador

Beauty specialists getting back on track as consumers return to more active lifestyles

### PROSPECTS AND OPPORTUNITIES

International players likely to continue investing in Ecuador

In-store services and innovation could be key to winning over shoppers

Cross-border e-commerce poses a threat to local retail, but new shopping malls present opportunities

### CHANNEL DATA

Table 35 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 36 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 41 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 42 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 43 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 44 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 45 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

## Direct Selling in Ecuador

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Little change in the competitive landscape as Yanbal remains the category leader

Direct selling remains attractive to cash-strapped consumers looking for an extra source of income

Players investing in digital technology as they look to reach a wider audience

### PROSPECTS AND OPPORTUNITIES

Herbalife still eyeing expansion opportunities as it opens its 11th selling space

Social media presents new opportunities for direct selling agents

Health and beauty likely to remain the key focus of direct selling

### CHANNEL DATA

Table 46 - Direct Selling by Product: Value 2017-2022

Table 47 - Direct Selling by Product: % Value Growth 2017-2022

Table 48 - Direct Selling GBO Company Shares: % Value 2018-2022

Table 49 - Direct Selling GBN Brand Shares: % Value 2019-2022

Table 50 - Direct Selling Forecasts by Product: Value 2022-2027

Table 51 - Direct Selling Forecasts by Product: % Value Growth 2022-2027

## Retail E-Commerce in Ecuador

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

E-commerce thriving as retailers invest in an omnichannel approach

Logistics still need further investment

Cross-border e-commerce presents a new obstacle to growth

#### PROSPECTS AND OPPORTUNITIES

Younger generations expected to demand more from their online shopping experience

Retail e-commerce facing a bright future

Millennials and Generation Z key to growth

#### CHANNEL DATA

Table 52 - Retail E-Commerce by Product: Value 2017-2022

Table 53 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 54 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 55 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 56 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 57 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## 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/retail-in-ecuador/report](https://www.euromonitor.com/retail-in-ecuador/report).