

Retail E-Commerce in Ecuador

April 2023

Table of Contents

Retail E-Commerce in Ecuador - Category analysis

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 1 - Retail E-Commerce by Product: Value 2017-2022

Table 2 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 6 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 - Sales in Retail Offline by Channel: Value 2017-2022

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 - Retail Offline Outlets by Channel: Units 2017-2022

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 - Retail GBO Company Shares: % Value 2018-2022

Table 14 - Retail GBN Brand Shares: % Value 2019-2022

Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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 focusing 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-e-commerce-in-ecuador/report.