



# Beer in Ecuador

June 2022

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## Beer in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Nuestra Siembra drives the growth of domestic economy lager

Heineken production plant in Ecuador

Players look for creative new ways to boost sales

#### PROSPECTS AND OPPORTUNITIES

Growth will be driven by investment

Domestic economy lager expected to cannibalise domestic mid-priced lager

Imported beers will continue to increase their presence

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