

Butter and Spreads in Ecuador

September 2022

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Butter and Spreads in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising prices of margarine and spreads are caused by rising costs of raw materials

Butter consumption normalises as the pandemic loses momentum while foodservice continues lagging and unbranded butter limits sales

New "gourmet" options generate awareness but only among a niche consumer group

PROSPECTS AND OPPORTUNITIES

Cooking fats and margarine and spreads lose ground due to rising health consciousness

Informal market hinders butter sales as economic constraints force consumers to seek lower prices

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