

Concentrates in Ecuador

December 2022

Table of Contents

Concentrates in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Concentrates sales stagnate amid lack of dynamism
Juice powder concentrates lose retail share against ice tea powders
The category loses relevance as consumers go back to RTD drinks

PROSPECTS AND OPPORTUNITIES

Consumers will continue to lose interest in the category
Small ice tea brands expected to continue growing
Powder juice concentrates will be negatively impacted by consumers' health concerns

CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 2 - Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2018-2022

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 9 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 10 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 11 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 12 - Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 14 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

Soft Drinks in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 25 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 26 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 28 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 29 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 30 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 31 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 32 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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