

Coffee in Ecuador

January 2024

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Coffee in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising global commodity price of coffee pushes average unit price growth in 2023 Significant growth in foodservice volume sales as the on-trade sector recovers The presence of contraband products continues to affect official sales of coffee

PROSPECTS AND OPPORTUNITIES

The recent entrance of Starbucks to boost growth in foodservice volume sales of coffee Fresh coffee set to boom as the consumer base for gourmet coffee widens Climate change set to have an impact on coffee cultivation and production

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DISCLAIMER

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