

# Other Hot Drinks in Ecuador

January 2024

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Slow growth for flavoured powder drinks during the post-pandemic era Stand-up pouches is the preferred pack type for consumers looking to save money Focus of major brands on innovation to continue supporting sales growth

#### PROSPECTS AND OPPORTUNITIES

Concerns over high sugar content of flavoured powder drinks to undermine demand Functionality set to emerge as a key element in sales growth during the forecast period Other plant-based hot drinks unlikely to break into the mainstream in the near future

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