

Hot Drinks in Ecuador

January 2024

Table of Contents

Hot Drinks in Ecuador

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

- Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
- Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
- Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
- Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
- Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
- Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
- Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in Ecuador

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 gournet coffee widens

Climate change set to have an impact on coffee cultivation and production

CATEGORY DATA

- Table 26 Retail Sales of Coffee by Category: Volume 2018-2023
- Table 27 Retail Sales of Coffee by Category: Value 2018-2023
- Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023
- Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023
- Table 30 NBO Company Shares of Coffee: % Retail Value 2019-2023
- Table 31 LBN Brand Shares of Coffee: % Retail Value 2020-2023
- Table 32 Forecast Retail Sales of Coffee by Category: Volume 2023-2028
- Table 33 Forecast Retail Sales of Coffee by Category: Value 2023-2028
- Table 34 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
- Table 35 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Tea in Ecuador

KEY DATA FINDINGS

2023 DEVELOPMENTS

Migration from black tea to green tea the defining trend in tea in 2023

Fruit/herbal tea booms as demand for products that promise wellness benefits rises

CETCA looks into expanding the use of tea as an ingredient beyond hot drinks

PROSPECTS AND OPPORTUNITIES

Holistic wellbeing and fears surrounding high sugar consumption to benefit sales Ecuador's rich agricultural landscape to be highlighted in marketing campaigns New distribution channels to be explored in an effort to maximise penetration

CATEGORY DATA

- Table 36 Retail Sales of Tea by Category: Volume 2018-2023
- Table 37 Retail Sales of Tea by Category: Value 2018-2023
- Table 38 Retail Sales of Tea by Category: % Volume Growth 2018-2023
- Table 39 Retail Sales of Tea by Category: % Value Growth 2018-2023
- Table 40 NBO Company Shares of Tea: % Retail Value 2019-2023
- Table 41 LBN Brand Shares of Tea: % Retail Value 2020-2023
- Table 42 Forecast Retail Sales of Tea by Category: Volume 2023-2028
- Table 43 Forecast Retail Sales of Tea by Category: Value 2023-2028
- Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
- Table 45 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

Other Hot Drinks in Ecuador

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

CATEGORY DATA

- Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
- Table 47 Retail Sales of Other Hot Drinks by Category: Value 2018-2023
- Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
- Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
- Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
- Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
- Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-ecuador/report.