



# Dishwashing in Ecuador

February 2024

Table of Contents

## Dishwashing in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Normalisation of consumers' lifestyles reduces demand for dishwashing products

Cream presentations preferred, but liquid products on the rise

Stable average price supported by growth of hard discounters

#### PROSPECTS AND OPPORTUNITIES

Automatic dishwashing expected to remain niche

Innovation and variety to compete with discounters

Keep an eye on laundry care

#### CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023

Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023

Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## Home Care in Ecuador - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 8 - Households 2018-2023

#### MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023

Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 - Distribution of Home Care by Format: % Value 2018-2023

Table 15 - Distribution of Home Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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