

Oral Care in Ecuador

April 2024

Table of Contents

Oral Care in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brands that represent good value the big winners as volume growth turns positive Fortident's sales decrease presents opportunities to smaller players More specialised oral care brands benefit from more recommendations from dentists

PROSPECTS AND OPPORTUNITIES

Hard discounters set to spur growth in sales of less expensive oral care products Power toothbrushes to maintain significant growth potential despite high prices Denture care set to benefit from the ageing of the Ecuadorian population

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2018-2023
Table 2 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Toothbrushes by Category: Value 2018-2023
Table 4 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 6 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 7 - LBN Brand Shares of Oral Care by Category: Value 2020-2023
Table 8 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 9 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028
Table 10 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Beauty and Personal Care in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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 focussing 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/oral-care-in-ecuador/report.