

# Other Hot Drinks in Ecuador

January 2024

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## Other Hot Drinks in Ecuador - Category analysis

### 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  
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