



**Euromonitor
International**

Baked Goods in Ecuador

November 2025

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Baked Goods in Ecuador - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improving economy supports growth

INDUSTRY PERFORMANCE

Prices stabilise, thus supporting demand

Packaged leavened bread registers highest value growth

WHAT'S NEXT

Moderate growth for staples, stronger momentum for indulgence

Increasing focus on a healthier positioning

Continuing innovation keeps consumers engaged

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Private label makes significant gains

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Consumers continue to be price sensitive

Discounters making significant gains

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Innovation key for branded players to stay ahead

Limited value growth for e-commerce

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