



Juice in Ecuador

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice faces challenges from high sugar content and high prices

INDUSTRY PERFORMANCE

Juice drinks see small positive volume growth thanks to affordability compared to other juice options

Coconut and other plant waters benefit from aligning with health and wellness trends

WHAT'S NEXT?

Moderate growth ahead for juice, with maturity in core categories and opportunities for rising preferences

Functional positioning to drive growth in coconut water and 100% juice

Health and wellness trends weigh on nectars as sugar becomes a red flag

COMPETITIVE LANDSCAPE

Ajecuador SA leads juice with an affordable portfolio and wide distribution

Combined "others" see the strongest growth, thanks to rising popularity of private label

CHANNELS

Small local grocers drive juice sales while modern channels offer premium options

Discounters channel sees strongest growth from a low base

CATEGORY DATA

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[Soft Drinks in Ecuador - Industry Overview](#)

EXECUTIVE SUMMARY

Sales of soft drinks fall into negative-figure slumps in Ecuador in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity becomes notably decisive in consumer behaviour

Functional needs drive selective growth in niche areas

Retail channels appeal to different consumer needs

WHAT'S NEXT?

Sales will stabilise and see moderate growth over the forecast period

Major players will leverage product innovation and marketing strategies

Channel dynamics will remain a critical driver of growth

COMPETITIVE LANDSCAPE

Coca-Cola maintains strong leading place thanks to powerhouse brands and regional support of Arca Continental
Genommalab taps into demand for hydration, recovery, and functional beverages with Suerox

CHANNELS

Small local grocers maintain relevance, despite growing share of other retail channels
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Summary 1 - Research Sources

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