



Euromonitor
International

Energy Drinks in Ecuador

December 2025

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Energy Drinks in Ecuador - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy volume growth is stronger than value growth in energy drinks

INDUSTRY PERFORMANCE

Functional appeal drives growth of energy drinks, amid competitive pressures

Reduced sugar energy drinks see slightly stronger growth, albeit sugar is not a key concern in energy drinks

WHAT'S NEXT?

Ongoing growth driven by affordable options, while premium offerings will remain niche

Innovation, storytelling, and media investment will support growth

Functionality remains the key driver for energy drinks sales

COMPETITIVE LANDSCAPE

Tesalia Spring Co maintains lead thanks to popularity and wide distribution of its V220 brand

Coca-Cola's Fury supports robust growth for the player

CHANNELS

Small local grocers remains the key distribution channel

Discounters channel sees strongest growth from a low base

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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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