



Euromonitor
International

Retail Adult Incontinence in Ecuador

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Retail Incontinence Sales Remain Steady Amid Moderate Gains

Chart 2 - Tena Boosts Accessibility through Value Packs and Aggressive Promotions in Ecuador

Tena and Prudential Comfort Total Premiumise Offers to Capture Demand for Convenience and Discretion

Chart 3 - Prudential Comfort Total Relaunch Modernises Adult Incontinence in Ecuador

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Ongoing Growth Will Be Supported by an Ageing Population and Continuous Product Innovation

Chart 7 - Analyst Insight for Retail Adult Incontinence

Bulk Deals, In-Store Promotions, and Consumer Education to Drive Sales

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Zaimella Del Ecuador Sa Defends Dominance as Plenitud Exit Reshapes Competition

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Use Loyalty Programmes and Promotions to Capture Repeat Purchases

Online Price Transparency and Bulk Packs Fuel Rapid E-Commerce Gains

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Adult Incontinence

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Adult Incontinence

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Ecuador - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Tuti Drives Value Shift as Consumers Trade Down and Private Label Grows

Chart 21 - Tuti Reshapes Tissue and Hygiene Consumption through Store Expansion and Aggressive Private Label Discounts

Panolini Expands Its Range to Be More Inclusive

Chart 22 - Panolini Launches "Expansive Pants" for a More Inclusive and Realistic Approach to Child Development

Tampons and Pull-Ups Reshape Routines as Convenience Rises in Importance

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Discounter Expansion and Private Label Strategies Create a Price-Focused Competitive Environment

Chart 25 - Analyst Insight for Tissue and Hygiene

Convenience and Inclusion Reshape Product Design and Communication

Toilet Paper to Face Limited Growth

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Productos Familia Sancela Del Ecuador Defends Lead, Despite Losing Share

Private Label Challenges Leading Brands

Kimberly-Clark Ecuador Expands Brand Portfolio with the Acquisition of Kenvue Inc.

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Leading Channel Place as Discounters Expand Reach

E-Commerce Grows Steadily but Remains a Minor Channel

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/retail-adult-incontinence-in-ecuador/report.