



Euromonitor
International

Staple Foods in Ecuador

November 2025

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Staple Foods in Ecuador

EXECUTIVE SUMMARY

Falling retail prices sees profit margins narrow

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Moderate growth over forecast period

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Limited value growth for e-commerce

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Continuing innovation keeps consumers engaged

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Fall in volume sales, driven by decline in hot cereals

Other RTE cereals make highest gains

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Increasing demand for breakfast cereals with a healthier positioning

Increasing polarisation, with affordability and value-added benefits both driving sales

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Frozen processed potatoes register highest value growth

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A premium look key in driving sales

Chilled and frozen products see most innovation

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Lower profit margins, as prices fall

INDUSTRY PERFORMANCE

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Instant noodles register highest value growth

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Italian pasta gains value share

COMPETITIVE LANDSCAPE

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