Staple Foods in Ecuador

November 2025

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Staple Foods in Ecuador

Baked Goods in Ecuador

WHAT'S NEXT

Moderate growth for staples, stronger momentum for indulgence
Increasing focus on a healthier positioning
Continuing innovation keeps consumers engaged

COMPETITIVE LANDSCAPE

Artisanal bakeries continues to dominate
Private label makes significant gains

CHANNELS

Traditional bakeries remain key
Discounters gain most value share

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Breakfast Cereals in Ecuador

KEY DATA FINDINGS

2025 DEVELOPMENTS

Negative performance in 2025

INDUSTRY PERFORMANCE

Fall in volume sales, driven by decline in hot cereals
Other RTE cereals make highest gains

WHAT'S NEXT

Growth in breakfast cereals will come from affordable RTE options, as hot cereals lose momentum
Increasing demand for breakfast cereals with a healthier positioning
Increasing polarisation, with affordability and value-added benefits both driving sales

COMPETITIVE LANDSCAPE

PepsiCo still leads, but losing ground to private label
Private label makes significant gains

CHANNELS

Supermarkets and small local grocers continue to lead
Discounters see value share increase by over a fifth

CATEGORY DATA

KEY DATA FINDINGS

2025 DEVELOPMENTS

End of stockpiling behaviour sees volume sales fall

INDUSTRY PERFORMANCE

Overall fall in volume and value sales

Frozen processed poultry registers positive growth and makes most gains

WHAT'S NEXT

Stable growth over forecast period

A premium look key in driving sales

Chilled and frozen products see most innovation

COMPETITIVE LANDSCAPE

Leading players face mounting competition as small brands and private label gain ground in processed meat.

Piggis Embutidos makes significant gains

CHANNELS

Supermarkets continue to dominate distribution

Discounters gain most value share

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Rice, Pasta and Noodles in Ecuador

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lower profit margins, as prices fall

INDUSTRY PERFORMANCE

Fall in value sales, though volume sales hold steady

Instant noodles register highest value growth

WHAT'S NEXT

Steady growth over forecast period

Gluten-free pasta growing niche

Italian pasta gains value share

COMPETITIVE LANDSCAPE

CHANNELS

CATEGORY DATA

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