



Euromonitor  
International

# Meals and Soups in Ecuador

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Table of Contents

## Meals and Soups in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Demographic changes and busier lifestyles impact demand

#### INDUSTRY PERFORMANCE

Convenience drives growth in meals and soups

Dry soup struggles to maintain momentum

Shelf stable soup drives value growth despite modest volumes

#### WHAT'S NEXT?

Positive outlook, driven by rising demand for convenience and demographic changes

Wellness trend will drive premiumisation

"Traveling tastes" presents innovation opportunities

#### COMPETITIVE LANDSCAPE

Nestlé retains a strong lead

Rising Pressure from private label

#### CHANNELS

Supermarkets continue to dominate the market

Tiendas Tuti drives growth of discounters

#### CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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## Cooking Ingredients and Meals in Ecuador - Industry Overview

### EXECUTIVE SUMMARY

Ecuador's cooking ingredients market evolves with affordability pressures and changing consumer needs

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Market stabilises amid decline palm oil prices

Home-cooking trend sustains growth in sauces, dips, and condiments

Economic pressures drive value-seeking behaviours

#### WHAT'S NEXT?

Steady but modest growth expected

Smaller family sizes will present new opportunities

Practicality in meal preparation will drive demand for convenient formats

## COMPETITIVE LANDSCAPE

La Fabril maintains leadership despite rising private label competition

Private label emerges as a key growth driver

## CHANNELS

Supermarkets remains primary channel for cooking ingredients and meals

Discounters attract price-sensitive shoppers

## MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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