



Beauty and Personal Care in Ecuador

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Fragrances Drive Confidence-Led Growth Amid Competitive Expansion

Chart 2 - Sedal Luminous Campaign

Hair Care Leads Value Growth While Sun Care Faces Market Challenges

Chart 3 - Nivea Dermacontrol Deodorants

Yanbal Elevates Daily Sun Protection through Preventive Longevity Messaging, While K-Beauty Gains Traction

Chart 4 - Arcamia Offers Korean Brands

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Government Import Tariffs Reshape Pricing and Consumer Behaviour Drives Strategic Shifts

Hair Care Solidifies Leadership While Depilatories Lead Growth Momentum

Consumer Demand for Multifunctional, Skin-Focused Products Drives Innovation and Competition

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal Sustains Leadership through Regular Promotions and Innovation

Private Label Growth and Product Innovation Create New Competitive Dynamics

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance as Discounters Rapidly Expand Share

Retail E-Commerce Grows Gradually but Remains Niche Amid Preference for Physical Stores

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Baby and Child-specific Products Summary

INDUSTRY PERFORMANCE

Value Erosion in Baby Wipes Limits Overall Growth Despite Parental Spending

Chart 20 - Purigi Baby Care

Pharmacy Private Label Purigi Drives Functional Innovation in Baby Care

Bambú Leverages Parenting Community to Shift Baby Care beyond Function

Chart 21 - Bambú Real Momtok

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Parents' Shift to Premium and Safety Boosts Category Resilience

Baby Wipes Face Decline While Sun Care Emerges as Growth Leader

Smaller Brands' Digital Engagement Reshapes Competition and Consumer Trust

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson and Zaimella Strengthen Lead through Brand Loyalty

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Importance Amid Informal Retail Significance

Retail E-Commerce Grows Steadily Driven by Urban Parental Demand

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Baby and Child-Specific Products

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Baby and Child-Specific Products

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Stable Overall Sales with Shifting Consumer Preferences Spark Segment Growth

Chart 37 - Ninacuro'S El Llamado De La Naturaleza Campaign

Bar Soap Remains Largest, Body Wash/Shower Gel Sees Dynamic Growth

Ninacuro and Tuti Pioneer Functional Sustainability and Affordability Narratives

Chart 38 - Tuti Velvet Rose Intimate Care

Chart 39 - Value Sales 2020-2030

Chart 40 - Volume Sales 2020-2030

Chart 41 - Value Sales by Category 2025

WHAT'S NEXT?

Bar Soap Sustains Stability While New Formats Drive Growth Opportunities

Discounters and Private Label Mimicry Intensify Price Competition Amid Consumer Caution

Sustainability and Lifestyle Storytelling Become Essential for Brand Differentiation

Chart 42 - Forecast Value Sales 2020-2030

Chart 43 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance with Stable Shares and Distribution

Strategic Acquisition Strengthens Regional Production and Competitive Dynamics

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Lead While Discounters Expand Rapidly

E-Commerce Growth Driven by Delivery Apps but Offline Remains Dominant

Chart 46 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Bath and Shower

Chart 48 - Real Gdp Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Bath and Shower

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Strong Innovation and Skinification Drive Growth Despite Price Sensitivity

Chart 54 - L'Bel Infini Barra Lip Range

Lip Products Drive Value Growth, Colour Cosmetics Kits/Sets Gain Traction

Chart 55 - Ésika Color Stick Pro

L'Bel'S Skin Care-Infused Lip Product Exemplifies Multifunctional Innovation

Chart 56 - Cyzone Studio Look Eyeliner

Chart 57 - Value Sales 2020-2030

Chart 58 - Volume Sales 2020-2030

Chart 59 - Value Sales by Category 2025

WHAT'S NEXT?

Skinification and Distribution Expansion Drive Value Growth through 2030

Colour Cosmetics Sets/Kits Remains Popular, Lip Products Drive Value Growth

Brands Leverage Multifunctional Innovation and Influencer Engagement to Capture Growth

Chart 60 - Forecast Value Sales 2020-2030

Chart 61 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Direct Selling Leaders Strengthen Positions through Commercial Agility and Innovation

Emerging Pharmacy-Focused Player Capitalises on Price-Quality Balance to Expand Reach

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

CHANNELS

Direct Selling Leads While Pharmacies and Supermarkets Expand Presence

Retail E-Commerce Complements Offline Sales with Growing but Limited Impact

Chart 64 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 65 - Economic Context for Colour Cosmetics

Chart 66 - Real Gdp Growth 2020-2030

Chart 67 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 68 - Consumer Context for Colour Cosmetics

Chart 69 - Population 2020-2030

Chart 70 - Consumer Expenditure 2020-2030

Chart 71 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Premiumisation Amid Mature Consumption Patterns

Deodorant Creams Fastest Growing, Skin Care Creams Gain Premium Value

Chart 72 - Nivea Derma Control

Nivea Leads Skinification Trend, Axe Drives Fragrance Sophistication for Men

Chart 73 - Axe Luxury-Inspired Fragrances

Chart 74 - Value Sales 2020-2030

Chart 75 - Volume Sales 2020-2030

Chart 76 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers Leverage Premiumisation and Innovation to Drive Value Growth

Deodorant Sticks Capture Fastest Value Growth

Brands Align with Skinification and Fragrance Trends to Capture Consumer Loyalty

Chart 77 - Forecast Value Sales 2020-2030

Chart 78 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions through Distribution and Innovation

Chart 79 - Company Shares 2025

Chart 80 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Lead Driven by Widespread Availability and Promotions

Discounters Expand Rapidly Propelled by Tiendas Tuti and Value-Focused Consumers

Chart 81 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Deodorants

Chart 83 - Real Gdp Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Deodorants

Chart 86 - Population 2020-2030

Chart 87 - Consumer Expenditure 2020-2030

Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Grooming Prioritisation Drives Category Expansion Amid Price Sensitivity

Chart 89 - Bic Soleil

Bic'S Inclusive Product Innovation Enhances Women'S Grooming and Market Share

Tuti'S Affordable Female Razor Reinforces Value-Tier Growth and Accessibility

Chart 90 - Tuti Plié Razors

Chart 91 - Value Sales 2020-2030

Chart 92 - Volume Sales 2020-2030

Chart 93 - Value Sales by Category 2025

WHAT'S NEXT?

Women'S Razors and Blades Drive Robust Value Growth Amid Price Competition

Hair Removers and Bleaches Face Competition From Professional Salons Despite Growth Potential

Skin-Friendly Innovation and Affordability Shape Future Consumer Choices and Business Strategies

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Moderate Concentration Shifts

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Lead as Discounters Gain Rapid Ground

E-Commerce Grows Slowly as In-Store Remains Preferred for Replenishment Items

Chart 98 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 99 - Economic Context for Depilatories

Chart 100 - Real Gdp Growth 2020-2030

Chart 101 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 102 - Consumer Context for Depilatories

Chart 103 - Population 2020-2030

Chart 104 - Consumer Expenditure 2020-2030

Chart 105 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Direct Selling Drives Strong Growth Amid Steady Economic Expansion

Chart 106 - L'Occitane Genderless Fragrance

Mass Fragrances Leads Growth Driven by Emotional and Seasonal Innovations

L'Occitane and Beautik Shape Inclusive and Narrative-Led Fragrance Experiences

Chart 107 - Al-Kimiya Arabian-Inspired Perfume

Chart 108 - Value Sales 2020-2030

Chart 109 - Volume Sales 2020-2030

Chart 110 - Value Sales by Category 2025

WHAT'S NEXT?

Direct Selling Intensifies Competition and Sustains Growth Momentum

Mass Fragrances Dominate Value with Premium Fragrances Showing Niche Growth

Emotional Storytelling and Affordable Dupes Shape Competitive Landscape

Chart 111 - Forecast Value Sales 2020-2030

Chart 112 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal and Grupo Transbel Consolidate Dominance through Direct Selling Leadership

Chart 113 - Company Shares 2025

Chart 114 - Brand Shares 2025

CHANNELS

Direct Selling Secures Dominant Share through Personalised and Promotional Strength

Retail E-Commerce Grows Modestly but Remains a Niche Amid In-Store Purchase Preference

Chart 115 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 116 - Economic Context for Fragrances

Chart 117 - Real Gdp Growth 2020-2030

Chart 118 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 119 - Consumer Context for Fragrances

Chart 120 - Population 2020-2030

Chart 121 - Consumer Expenditure 2020-2030

Chart 122 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 123 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Premiumisation Drives Growth Amid Stable Volume Sales

Chart 124 - Dove Damage Repair Shampoo

Salon Professional Hair Care Surges as Consumers Seek Advanced Solutions

Chart 125 - Be Natural Curly-Focused Range

Sedal Luminous and Be Natural Define Digital and Inclusive Trends

Chart 126 - Sedal Luminous Campaign

Chart 127 - Value Sales 2020-2030

Chart 128 - Volume Sales 2020-2030

Chart 129 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Consumers Drive Growth While Volume Stabilises in Core Segments

Polarised Pricing Strategies Meet Diverse Consumer Affordability and Performance Demands

Digital Engagement and Influencer Education Accelerate Premium Hair Care Adoption

Chart 130 - Forecast Value Sales 2020-2030

Chart 131 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Unilever Strengthen Dominance through Portfolio Breadth and Marketing

Quila Leverages Marketing and Distribution to Expand Presence in Shampoos and Treatments

Chart 132 - Company Shares 2025

Chart 133 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead as Discounters Expand Affordable Hair Care

Retail E-Commerce Complements Offline Sales Amid Consumer Preference for In-Store Advice

Chart 134 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 135 - Economic Context for Hair Care

Chart 136 - Real Gdp Growth 2020-2030

Chart 137 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 138 - Consumer Context for Hair Care

Chart 139 - Population 2020-2030

Chart 140 - Consumer Expenditure 2020-2030

Chart 141 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Value Growth in Men'S Grooming Driven by Fragrances, Offsets Shaving Price Pressure

Chart 142 - Tiendas Tuti Plié Razors

Direct Selling Innovation Boosts Men'S Fragrances While Discounters Reshape Shaving

D'Mujeres Drives Male Self-Care Adoption and Value Growth

Chart 143 - D'mujeres Men's Care Zone

Chart 144 - Value Sales 2020-2030

Chart 145 - Volume Sales 2020-2030

Chart 146 - Value Sales by Category 2025

WHAT'S NEXT?

Men Embrace Skin Care Routines, Driving Growth beyond Shaving

Retail Innovation and Affordability Reshape Male Grooming Habits

Skinification Drives Product Innovation and Loyalty

Chart 147 - Forecast Value Sales 2020-2030

Chart 148 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal Ecuador Sa Strengthens Dominance through Fragrance Innovation and Direct Selling Expansion

Chart 149 - Company Shares 2025

Chart 150 - Brand Shares 2025

CHANNELS

Direct Selling Drives Fragrance Growth While Discounters Reshape Shaving and Deodorants

E-Commerce Supports Price-Sensitive and Convenience-Driven Purchases but Remains Limited

Chart 151 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 152 - Economic Context for Men's Grooming

Chart 153 - Real Gdp Growth 2020-2030

Chart 154 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 155 - Consumer Context for Men's Grooming

Chart 156 - Population 2020-2030

Chart 157 - Consumer Expenditure 2020-2030

Chart 158 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Premium Sensitivity Innovation Drives Value Growth Amid Price Pressure

Chart 159 - Colgate Arginine-Based Fast Relief Technology Toothpaste

Private Label Broadens Family Care Offerings to Reshape Competitive Dynamics

Chart 160 - Tuti Dentimax Full-Family Oral Care Range

Consumers Embrace Comprehensive Oral Hygiene Routines Prioritising Prevention

Chart 161 - Value Sales 2020-2030

Chart 162 - Volume Sales 2020-2030

Chart 163 - Value Sales by Category 2025

WHAT'S NEXT?

Dental Floss Adoption and Replacement Cycles Fuel Steady Growth

Toothpaste Leads Value Sales While Dental Floss Achieves Fastest Growth

Rising Price Sensitivity and Professional Endorsements Reshape Competition

Chart 164 - Forecast Value Sales 2020-2030

Chart 165 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive De Ecuador Sa Strengthens Dominance Amid Market Concentration Shifts

Chart 166 - Company Shares 2025

Chart 167 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate as Discounters Rapidly Expand Oral Care Sales

Retail E-Commerce Grows Modestly as Convenience and Bulk Purchases Rise

Chart 168 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 169 - Economic Context for Oral Care

Chart 170 - Real Gdp Growth 2020-2030

Chart 171 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 172 - Consumer Context for Oral Care

Chart 173 - Population 2020-2030

Chart 174 - Consumer Expenditure 2020-2030

Chart 175 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 176 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Consumers Shift Focus to Skin Health, Driving Growth and Premium Demand

Chart 177 - Ésika Max Supreme Anti-Ageing Cream

Body Care Leads Value with Rapid Growth Driven by Efficacy and Innovation

Chart 178 - Natura Chronos Derma

Natura and Korean Brands Innovate with Dermo-Science and Ingredient Transparency

Chart 179 - Acramia Mixsoon Range

Chart 180 - Value Sales 2020-2030

Chart 181 - Volume Sales 2020-2030

Chart 182 - Value Sales by Category 2025

WHAT'S NEXT?

Trade Agreement Fosters Innovation Influx and Competition among Brands

Facial Care Accelerates Growth Trajectory, Drive by Longevity Trend

Integrated Marketing and Dermo-Science Innovation Reshape Consumer Engagement

Chart 183 - Forecast Value Sales 2020-2030

Chart 184 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal Ecuador Sa and Beiersdorf (Ecuador) Sa Reinforce Leadership Amid Fragmented Competition

Innovation and Direct Sales Drive Growth Opportunities for Competitive Brands

Chart 185 - Company Shares 2025

Chart 186 - Brand Shares 2025

CHANNELS

Direct Selling and Specialised Stores Drive Diversified Distribution Growth

E-Commerce Grows Cautiously as Consumers Prioritise In-Store Experience

Chart 187 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 188 - Economic Context for Skin Care

Chart 189 - Real Gdp Growth 2020-2030

Chart 190 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 191 - Consumer Context for Skin Care

Chart 192 - Population 2020-2030

Chart 193 - Consumer Expenditure 2020-2030

Chart 194 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 195 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Market Contraction Driven by Saturation and Evolving Consumer Spending Patterns

Chart 196 - Yanbal Dermafusion Sun Care

Daily Facial Sunscreens Drive Growth, Driven by Advanced Skin Health Positioning
Yanbal and D'Mujeres Leverage Innovation and Virality to Expand Facial Protection

Chart 197 - D'Mujeres Marketing

Chart 198 - Value Sales 2020-2030

Chart 199 - Volume Sales 2020-2030

Chart 200 - Value Sales by Category 2025

WHAT'S NEXT?

Multinational Brands and K-Beauty Drive Cautious Growth Amid Saturation

Adult Sun Care Maintains Dominance with Focus on Skin Health and Daily Use

Facialisation and Premiumisation Trends Reshape Product Innovation and Competition

Chart 201 - Forecast Value Sales 2020-2030

Chart 202 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Fragmented Competition Intensifies as Yanbal and Niche Brands Consolidate Presence

Chart 203 - Company Shares 2025

Chart 204 - Brand Shares 2025

CHANNELS

Pharmacies and Direct Selling Maintain Stronghold through Expert Advice and Networks

Retail E-Commerce Faces Challenges From Consumer Preferences

Chart 205 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 206 - Economic Context for Sun Care

Chart 207 - Real Gdp Growth 2020-2030

Chart 208 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 209 - Consumer Context for Sun Care

Chart 210 - Population 2020-2030

Chart 211 - Consumer Expenditure 2020-2030

Chart 212 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Sees Rapid Growth Amid Rising Consumer Sophistication

Premium Hair Care Leads Growth as Consumers Seek Performance and Personalisation

Chart 213 - L'Occitane'S Genderless Fragrance Collection

L'Occitane'S Genderless Fragrance Collection Exemplifies Inclusivity Shaping Premium Beauty

Chart 214 - Value Sales 2020-2030

Chart 215 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Players Balance Growth with Pricing Discipline Amid Rising Competition

Premium Hair Care Drives Sales Growth as Consumers Seek Expert Guidance
Brands Enhance Consultative Retail and Digital Marketing to Build Trust and Authority
Chart 216 - Forecast Value Sales 2020-2030
Chart 217 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Quifatex Sa's Rapid Share Gain Reshapes Competitive Dynamics among Manufacturers
Chart 218 - Company Shares 2025
Chart 219 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 220 - Economic Context for Premium Beauty and Personal Care
Chart 221 - Real Gdp Growth 2020-2030
Chart 222 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 223 - Consumer Context for Premium Beauty and Personal Care
Chart 224 - Population 2020-2030
Chart 225 - Consumer Expenditure 2020-2030
Chart 226 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Strong Commercial Activity Drives Robust Growth in Retail Sales Value
Mass Hair Care Leads Value Share with Sustained Consumer Demand
Chart 227 - Yanbal Total Block Sun Care
Yanbal Positions Sun Protection as Daily Care to Embed Longevity Trend
Chart 228 - Value Sales 2020-2030
Chart 229 - Value Sales by Category 2025

WHAT'S NEXT?

Ecuador'S Mass Beauty and Personal Care Shows Steady Growth Despite Pricing Pressures
Mass Hair Care Retains Dominance While Mass Colour Cosmetics Gains Momentum
Brands Innovate with Hybrid Benefits and Longevity Focus to Meet Savvy Consumers
Chart 230 - Forecast Value Sales 2020-2030
Chart 231 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal and Grupo Transbel Strengthen Lead through Direct Selling Expansion
Private Label Growth and Affordable Premium Strategies Reshape Competition and Consumer Behaviour
Chart 232 - Company Shares 2025
Chart 233 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 234 - Economic Context for Mass Beauty and Personal Care
Chart 235 - Real Gdp Growth 2020-2030

Chart 236 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 237 - Consumer Context for Mass Beauty and Personal Care

Chart 238 - Population 2020-2030

Chart 239 - Consumer Expenditure 2020-2030

Chart 240 - 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/beauty-and-personal-care-in-ecuador/report.