



Euromonitor
International

Weight Management and Wellbeing in Ecuador

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, self-image, and quality of life remain priorities, supporting steady growth in 2025

Abbott leads with trusted brands, while Fuxion drives growth through direct selling

Direct selling dominates distribution, while supermarkets record the fastest growth

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Moderate growth supported by increased consumer interest in health, physical appearance, and preventive care

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