



Euromonitor
International

Cooking Ingredients and Meals in Ecuador

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Cooking Ingredients and Meals in Ecuador

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

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Supermarkets remains primary channel for cooking ingredients and meals

Discounters attract price-sensitive shoppers

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Ecuador's edible oils market stabilises as consumers seek healthier affordable options

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Falling palm oil prices weigh on edible oils value sales

Sunflower oil leads growth

WHAT'S NEXT

Edible oils market face modest growth amid enduring price sensitivity and rise of private labels
Health and wellness trends will shape consumer choices
Innovation to drive premiumisation in edible oils

COMPETITIVE LANDSCAPE

La Fabril leads sales, despite losing share to private label
Grupo Jaenoliva leads growth through strategic distribution

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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

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INDUSTRY PERFORMANCE

Sauces, dips, and condiments benefit from home cooking trends

Versatile ketchup leads growth

WHAT'S NEXT

Stable growth expected, but expansion will remain limited by low-cost foodservice

Health and wellness could emerge as secondary growth driver for sauces, dips, and condiments

Innovation will present key growth opportunity

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INDUSTRY PERFORMANCE

Modest value growth despite rising volumes

Honey leads value growth within sweet spreads

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Positive outlook, driven by chocolate spreads

Honey will benefit from wellness claims

Jams and preserves manufacturers to focus on affordability to boost sales

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