



**Euromonitor
International**

Meals and Soups in Ecuador

November 2025

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Meals and Soups in Ecuador - Category analysis

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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

COMPETITIVE LANDSCAPE

Nestlé retains a strong lead

Rising Pressure from private label

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Supermarkets continue to dominate the market

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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

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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

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