

# Confectionery in Ecuador

<https://marketpublishers.com/r/C85B355D51CEN.html>

Date: April 2010

Pages: 65

Price: US\$ 2,100.00 (Single User License)

ID: C85B355D51CEN

## Abstracts

The premiumisation trend has continued in chocolate confectionery in 2010, with leading players such as Nestlé and Confiteca continuing to launch new extensions of their premium brands Seducción and American, respectively. The companies have been able to achieve a good position for their products in major supermarket outlets so as to be able to reach middle and upper-income households.

Euromonitor International's Chocolate Confectionery in Ecuador report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Chocolate Confectionery market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Confectionery in Ecuador  
Euromonitor International  
August 2010

### LIST OF CONTENTS AND TABLES

Executive Summary

Packaged Food Industry Begins To Recover From Economic Downturn

New Product Launches in Line With Convenience and Health Awareness

Artisanal Products Lose Share in Packaged Food

Low-cost Supermarkets Grow in Ecuador

Improved Economy Will Promote Growth in the Forecast Period

Market Data

Table 1 Sales of Packaged Food by Category: Volume 2005-2010

Table 2 Sales of Packaged Food by Category: Value 2005-2010

Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010

Table 5 GBO Shares of Packaged Food 2005-2009

Table 6 NBO Shares of Packaged Food 2005-2009

Table 7 NBO Brand Shares of Packaged Food 2006-2009

Table 8 Penetration of Private Label by Category 2005-2009

Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010

Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis  
2010

Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015

Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015

Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth  
2010-2015

Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth

2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume

2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume

Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015  
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2005-2010

Table 40 Sales of Meal Solutions by Category: Value 2005-2010

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 43 Company Shares of Meal Solutions 2005-2009

Table 44 Brand Shares of Meal Solutions 2006-2009

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Alimentos Ecuatorianos SA Alimec

Strategic Direction

Key Facts

Summary 2 Alimentos Ecuatorianos SA Alimec: Key Facts

Company Background

Production

Competitive Positioning

Summary 3 Alimentos Ecuatorianos SA Alimec: Competitive Position 2009

Confites Ecuatorianos Ca (confiteca)

Strategic Direction

Key Facts

Summary 4 Confites Ecuatorianos CA: Key Facts

Summary 5 Confites Ecuatorianos CA: Operational Indicators

Company Background

Production

Competitive Positioning

- Summary 6 Confites Ecuatorianos CA: Competitive Position 2009
- La Fabril SA
  - Strategic Direction
  - Key Facts
    - Summary 7 La Fabril SA: Key Facts
    - Summary 8 La Fabril SA: Operational Indicators
  - Company Background
  - Production
  - Competitive Positioning
    - Summary 9 La Fabril SA: Competitive Position 2009
- Negocios Industriales Real SA
  - Strategic Direction
  - Key Facts
    - Summary 10 Negocios Industriales Real SA: Key Facts
    - Summary 11 Negocios Industriales Real SA: Operational Indicators
  - Company Background
  - Production
    - Summary 12 Negocios Industriales Real SA: Production Statistics 2008
  - Competitive Positioning
    - Summary 13 Negocios Industriales Real SA: Competitive Position 2009
- Procesadora Nacional De Alimentos Ca
  - Strategic Direction
  - Key Facts
    - Summary 14 Procesadora Nacional de Alimentos CA: Key Facts
    - Summary 15 Procesadora Nacional de Alimentos CA: Operational Indicators
  - Company Background
  - Production
  - Competitive Positioning
    - Summary 16 Procesadora Nacional de Alimentos CA: Competitive Position 2009
- Headlines
- Trends
- Competitive Landscape
- Prospects
- Category Data
  - Table 49 Sales of Chocolate Confectionery by Category: Volume 2005-2010
  - Table 50 Sales of Chocolate Confectionery by Category: Value 2005-2010
  - Table 51 Sales of Chocolate Confectionery by Category: % Volume Growth 2005-2010
  - Table 52 Sales of Chocolate Confectionery by Category: % Value Growth 2005-2010
  - Table 53 Chocolate Tablets by Type: % Value Breakdown 2005-2010

Table 54 Chocolate Confectionery Company Shares 2005-2009

Table 55 Chocolate Confectionery Brand Shares 2006-2009

Table 56 Sales of Chocolate Confectionery by Distribution Format: % Analysis  
2005-2010

Table 57 Forecast Sales of Chocolate Confectionery by Category: Volume 2010-2015

Table 58 Forecast Sales of Chocolate Confectionery by Category: Value 2010-2015

Table 59 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth  
2010-2015

Table 60 Forecast Sales of Chocolate Confectionery by Category: % Value Growth  
2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 61 Sales of Gum by Category: Volume 2005-2010

Table 62 Sales of Gum by Category: Value 2005-2010

Table 63 Sales of Gum by Category: % Volume Growth 2005-2010

Table 64 Sales of Gum by Category: % Value Growth 2005-2010

Table 65 Gum Company Shares 2005-2009

Table 66 Gum Brand Shares 2006-2009

Table 67 Sales of Gum by Distribution Format: % Analysis 2005-2010

Table 68 Forecast Sales of Gum by Category: Volume 2010-2015

Table 69 Forecast Sales of Gum by Category: Value 2010-2015

Table 70 Forecast Sales of Gum by Category: % Volume Growth 2010-2015

Table 71 Forecast Sales of Gum by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 72 Sales of Sugar Confectionery by Category: Volume 2005-2010

Table 73 Sales of Sugar Confectionery by Category: Value 2005-2010

Table 74 Sales of Sugar Confectionery by Category: % Volume Growth 2005-2010

Table 75 Sales of Sugar Confectionery by Category: % Value Growth 2005-2010

Table 76 Sugarised Vs Sugar-free Sugar Confectionery % Breakdown by Type 2010

Table 77 Pastilles, Gums, Jellies and Chews by Type: % Value Breakdown 2005-2010

Table 78 Sugar Confectionery Company Shares 2005-2009

Table 79 Sugar Confectionery Brand Shares 2006-2009

Table 80 Sales of Sugar Confectionery by Distribution Format: % Analysis 2005-2010

Table 81 Forecast Sales of Sugar Confectionery by Category: Volume 2010-2015

Table 82 Forecast Sales of Sugar Confectionery by Category: Value 2010-2015

Table 83 Forecast Sales of Sugar Confectionery by Category: % Volume Growth  
2010-2015

Table 84 Forecast Sales of Sugar Confectionery by Category: % Value Growth  
2010-2015



## I would like to order

Product name: Confectionery in Ecuador

Product link: <https://marketpublishers.com/r/C85B355D51CEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C85B355D51CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970