

# Direct Selling in Ecuador

<https://marketpublishers.com/r/D44E935E785EN.html>

Date: April 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: D44E935E785EN

## Abstracts

The channel did not see any important changes in the last couple of years of the review period, with no new brands entering the market or announcing their intention to do so. This meant that the existing players continued to gain ground, using new product launches to try and stimulate demand. In this context, Yanbal continued to lead the way leveraging its popular product catalogue and existing base of direct selling agents located across the country. The brand's good mix of quality products and...

Euromonitor International's Direct Selling in Ecuador report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

## Why buy this report?

Get a detailed picture of the Direct Selling 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### DIRECT SELLING IN ECUADOR

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Little change in the competitive landscape as Yanbal remains the category leader

Direct selling remains attractive to cash-strapped consumers looking for an extra source of income

Players investing in digital technology as they look to reach a wider audience

#### PROSPECTS AND OPPORTUNITIES

Herbalife still eyeing expansion opportunities as it opens its 11th selling space

Social media presents new opportunities for direct selling agents

Health and beauty likely to remain the key focus of direct selling

#### CHANNEL DATA

Table 1 Direct Selling by Product: Value 2017-2022

Table 2 Direct Selling by Product: % Value Growth 2017-2022

Table 3 Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 Direct Selling Forecasts by Product: Value 2022-2027

Table 6 Direct Selling Forecasts by Product: % Value Growth 2022-2027

### RETAIL IN ECUADOR

#### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

#### MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Retail GBO Company Shares: % Value 2018-2022

Table 14 Retail GBN Brand Shares: % Value 2019-2022

Table 15 Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Direct Selling in Ecuador

Product link: <https://marketpublishers.com/r/D44E935E785EN.html>

Price: US\$ 990.00 (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/D44E935E785EN.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