

## El Café CA in Hot Drinks (Ecuador)

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### Abstracts

El Café CA is focusing on boosting distribution through modern and traditional distribution channels and on offering a range of products suitable for consumers from different income groups. In addition, after administrative reengineering in 2015, the company is now optimising its production processes and commercial strategies and focusing more on instant coffee.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Coffee, Other Hot Drinks, Tea.

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

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Get a detailed picture of the Hot Drinks 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.

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