

# Fragrances in Ecuador

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## Abstracts

During 2023, the majority of sales recorded in fragrances were accounted for by direct selling, the distribution channel which was the most negatively impacted by the COVID-19 pandemic. Faced with challenges arising from the clash between the need for direct contact between sales agents and their customers and efforts to minimise physical contact between people at the peak of the pandemic, the leading direct selling companies in beauty and personal care were forced to strengthen their digital ch...

Euromonitor International's Fragrances 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

Get a detailed picture of the Fragrances 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

Fragrances in Ecuador  
Euromonitor International  
April 2024

### LIST OF CONTENTS AND TABLES

FRAGRANCES IN ECUADOR  
KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dominant distribution channel direct selling continues to recover from the pandemic  
Yanbal stands out due to huge investment in marketing and product development  
Contraband, counterfeits and imitations challenge official retail sales of fragrances

#### PROSPECTS AND OPPORTUNITIES

Unisex fragrances to become more attractive during the forecast period  
Cross-border e-commerce expected to continue gaining traction  
Removal of import tariffs from EU imports to benefit premium fragrances

#### CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2018-2023  
Table 2 Sales of Fragrances by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Fragrances: % Value 2019-2023  
Table 4 LBN Brand Shares of Fragrances: % Value 2020-2023  
Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023  
Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023  
Table 7 Forecast Sales of Fragrances by Category: Value 2023-2028  
Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

#### BEAUTY AND PERSONAL CARE IN ECUADOR

#### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

#### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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