

Wine in Ecuador

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Abstracts

The consumption of wine has increased considerably in Ecuador due to it being an accessible and fashionable beverage for aspirational consumers. In 2022, premium and economy wines are both gaining popularity. Higher income groups are less price sensitive and are becoming wine connoisseurs with a growing interest in different origins. Medium-high priced red wine is one of the best performers offered at over \$40 per bottle. Economy wines are also gaining ground due to inflationary pressures caused...

Euromonitor International's Wine 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 (2018-2022), 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 legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

Get a detailed picture of the Wine 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

WINE IN ECUADOR

KEY DATA FINDINGS

2022 DEVELOPMENTS

Polarisation occurs in response to higher inflation

Direct imports from retailers change the game in wine industry

White wine loses relevance against other varieties

PROSPECTS AND OPPORTUNITIES

Vermouth looks to expand as consumers look for new flavours and consumption occasions

Growth to slow down after the boom in recent years

Single serve presentations will bring more consumption occasions

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2017-2022

Table 2 Sales of Wine by Category: Total Value 2017-2022

Table 3 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 10 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 11 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 12 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN ECUADOR

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 13 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 14 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 15 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 16 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 17 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 18 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 19 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 20 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 22 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 23 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 24 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 25 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 26 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 27 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 28 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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