



INSTANT COFFEE

COMPETITIVE ADVANTAGE

- Ecuadorian instant coffee is well renowned in the world. Europe and the US are the markets with the highest demand for this product and with whom Ecuadorian exporters have established strong commercial ties.
- The industrial sector possesses a great deal of know-how, highly developed installed capacity and local manual labor. All of this aspects allow the industry's various products to compete in the different markets in the world.

CERTIFICATIONS



CHARACTERISTICS

- Easy to make, which makes it very convenient for the consumer, affordable price and long shelf life, thus achieving the perfect price/quality balance.
- Instant coffee is made from roasted ground beans. It is important to keep the right temperature during the roasting process to produce the desired flavour, aroma, acidity and body.

LOGISTICS



Seafreight **90%**



Airfreight **10%**

IMPORT TARIFFS



USA 0% - 8.5%



EU 0%

PRODUCTION



The estimated installed capacity of the industry is 1'200,000 sacks of 60 kilograms.

TYPES



- Agglomerated
- Spray-dried
- Freeze-dried
- Decaffeinated

PACKAGING



Boxes 25kg



Jars 100gr



Barrels 220kg

EXPORTS 2017



FOB USD 102 MILLION TON 14 THOUSAND

MAIN DESTINATIONS



Germany 50%



Russia 22%



Poland 5%



Mexico 4%

7 EXPORT FIRMS



99% Large



1% MSMEs

TRADE ASSOCIATIONS

