



Concentrates in Costa Rica

December 2025

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Concentrates in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Minimal volume growth, as consumers favour RTD offerings

INDUSTRY PERFORMANCE

Limited volume growth in 2025

Liquid concentrates registers higher volume growth

WHAT'S NEXT?

Minimal volume growth over forecast period

Private label to gain ground

Health and wellness influences further dampen volume sales

COMPETITIVE LANDSCAPE

Mondelez holds on to commanding lead

Private label gains most volume share

CHANNELS

Small local grocers lead distribution of liquid concentrates

Supermarkets lead distribution of powder concentrates

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Lower tourist numbers dampen volume sales

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INDUSTRY PERFORMANCE

Zero volume growth in 2025

Health and wellness claims enter the mainstream

Marketing strategies continue to evolve

WHAT'S NEXT?

Steady volume growth over forecast period

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Potential headwinds a concern

COMPETITIVE LANDSCAPE

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