



RTD Tea in Costa Rica

December 2025

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RTD Tea in Costa Rica - Category analysis

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2025 DEVELOPMENTS

Volume sales continue to be sizeable

INDUSTRY PERFORMANCE

Tourism slowdown negatively impacts volume growth

Carbonated RTD tea and kombucha registers highest volume growth

WHAT'S NEXT?

Steady growth over forecast period

Continuing innovation from Tropical brand

Health and wellness trends continue to drive volume growth

COMPETITIVE LANDSCAPE

Florida Bebidas continues to dominate

Kombucha Culture gains most volume share

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Supermarkets lead distribution

Limited volume sales through foodservice

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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

Two US companies continue to lead

Potential headwinds a concern

COMPETITIVE LANDSCAPE

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Supermarkets lead distribution

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