



Cider/Perry in Costa Rica

June 2025

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Cider/Perry in Costa Rica - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Niche presence for cider, while perry is still hard to find
Few players have entered cider/perry market
Lack of clarity surrounding cider amongst retailers and consumers

PROSPECTS AND OPPORTUNITIES

Cider is expected to remain a niche product
Growth will be hampered by lack of local brands
Holiday season will remain key driver of sales, with limited to no innovation expected

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Alcoholic Drinks in Costa Rica - Industry Overview

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Retail 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

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Contraband/parallel trade

Duty free

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DISCLAIMER

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