



Tea in Costa Rica

December 2025

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Tea in Costa Rica - Category analysis

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2025 DEVELOPMENTS

Little thirst for tea

INDUSTRY PERFORMANCE

Muted performance in 2025

Green tea registers highest value growth

WHAT'S NEXT?

Moderate outlook over forecast period

Climate change an increasing threat, though players will look to adapt

Functional teas see higher returns

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Second placed Mondaisa makes gains

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Low volume sales through foodservice

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Hot Drinks in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Coffee negatively impacted by surging prices

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Muted overall volume growth, as rising prices have an impact

Local provenance increasingly important in coffee, with premiumisation also driving value growth

Consumers look for functional benefits in tea

WHAT'S NEXT?

Continuing growth, supported by growing economy

Price rises and premiumisation drive value growth in coffee

Health and wellness key driver for tea

COMPETITIVE LANDSCAPE

Coffee player Cia Numar holds on to commanding lead

Smaller coffee player, Café Dorado, gains most value share

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Warehouse clubs gain most value share

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