



Euromonitor
International

Spirits in Costa Rica

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits market sees modest growth amid expanded imports and rising demand for local guaro
State-owned company Fanal continues as leading player
Consumers place trust in well-known supermarket chains

PROSPECTS AND OPPORTUNITIES

Price promotions will continue to drive sales
Sustainability to become a growing concern for consumers and manufacturers
Whisky innovation to accelerate, following launch of Johnnie Walker Blonde

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Costa Rica - Industry Overview

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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
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DISCLAIMER

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