



# Juice in Costa Rica

December 2025

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## Juice in Costa Rica - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Degree of premiumisation, in spite of price rises

#### INDUSTRY PERFORMANCE

Minimal volume growth, as price rises dampen demand

Not from concentrate 100% juice registers highest volume growth

#### WHAT'S NEXT?

Sustained growth over forecast period

Coconut water performs strongly

Parents increasingly discerning about juice offerings for children

#### COMPETITIVE LANDSCAPE

Florida Bédias holds on to lead

Private label gains ground

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Supermarkets lead, while warehouse clubs gain most volume share

Limited volume sales through foodservice

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Lower tourist numbers dampen volume sales

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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

Florida Bebidas holds on to tight lead

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## SOURCES

Summary 1 - Research Sources

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