



# Rtds in Costa Rica

June 2025

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

RTD continue to grow in popularity, driven by launch of new varieties  
Diageo continues as leading company  
Supermarkets is preferred channel for RTDs, thanks to wide product selection

### PROSPECTS AND OPPORTUNITIES

Growth in tourism will continue to boost sales  
Larger 1-litre presentations will offer savings for consumers  
Growing interest in wellness will drive growth of hard seltzers

### CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2019-2024  
Table 2 - Sales of RTDs by Category: Total Value 2019-2024  
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2019-2024  
Table 4 - Sales of RTDs by Category: % Total Value Growth 2019-2024  
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024  
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024  
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024  
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024  
Table 9 - GBO Company Shares of RTDs: % Total Volume 2020-2024  
Table 10 - NBO Company Shares of RTDs: % Total Volume 2020-2024  
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2021-2024  
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2024-2029  
Table 13 - Forecast Sales of RTDs by Category: Total Value 2024-2029  
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029  
Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

## Alcoholic Drinks in Costa Rica - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
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

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 22 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 23 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 24 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 26 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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