



Euromonitor
International

Sweet Spreads in Costa Rica

November 2025

[Table of Contents](#)

Sweet Spreads in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable chocolate spreads attract a growing range of consumers

INDUSTRY PERFORMANCE

Rising popularity of convenient doy packs

Appeal of chocolate spreads spans both younger and older audiences

WHAT'S NEXT?

Innovative flavour combinations and unique textures to meet evolving consumer preferences

Rising demand for better-for-you options

Convenient and affordable packaging may boost sales

COMPETITIVE LANDSCAPE

Productos Ujarrás leads, offering local ingredients, product variety, and affordability

New Tricopilia Sport boosts the visibility and overall popularity of the Tricopilia brand

CHANNELS

Supermarkets offer variety, lower prices and convenience

Retail e-commerce continues to expand in 2025

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 6 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 7 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 8 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Price-sensitivity encourages ongoing interest in price promotions and cheaper products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer Price Index (IPC) shows a decline in prices for several categories

Impact of declining tourism and contraband

Influence of social media and convenience

Health and wellness driving demand for better-for-you products

WHAT'S NEXT?

Increased interest in healthy and functional foods

Global flavours to gain traction

Rising influence of social media

COMPETITIVE LANDSCAPE

Cia Numar SA leads with its widely recognised and trusted brands

Nestlé benefits from the continued popularity of its flagship Maggi brand

CHANNELS

Supermarkets offer a wide product range, lower prices and convenience

Retail e-commerce penetration continues to grow

Low prices attract

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-costa-rica/report.