



# RTD Tea in Costa Rica

December 2025

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## RTD Tea in Costa Rica - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Volume sales continue to be sizeable

#### INDUSTRY PERFORMANCE

Tourism slowdown negatively impacts volume growth

Carbonated RTD tea and kombucha registers highest volume growth

#### WHAT'S NEXT?

Steady growth over forecast period

Continuing innovation from Tropical brand

Health and wellness trends continue to drive volume growth

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Florida Bebidas continues to dominate

Kombucha Culture gains most volume share

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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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Supermarkets lead distribution

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## SOURCES

Summary 1 - Research Sources

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