



RTD Coffee in Costa Rica

December 2025

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RTD Coffee in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Entry of Dos Pinos significant move

INDUSTRY PERFORMANCE

RTD coffee remains a niche segment but shows steady growth

Stable prices, despite increasing costs

WHAT'S NEXT?

Positive outlook over forecast period

Limited new product activity for Dos Pinos

Health and wellness trends influence RTD coffee

COMPETITIVE LANDSCAPE

Dos Pinos already holds a significant lead

Sigma Alimentos gains traction

CHANNELS

Supermarkets dominate RTD coffee sales

Forecourt retailers gain most volume sales, while sales through foodservice are negligible

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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

Genomma Lab gains most volume share

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Supermarkets lead distribution

E-commerce gains most value share, with warehouse clubs also performing strongly

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Summary 1 - Research Sources

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