



Breakfast Cereals in Costa Rica

November 2025

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Breakfast Cereals in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Waning demand as consumers switch to alternative products

INDUSTRY PERFORMANCE

Breakfast cereals are seeking to regain their appeal

Muesli and granola are capturing consumer attention

WHAT'S NEXT?

Expansion of convenient and creative packaging options could drive growth

Simpler ingredients expected in the better-for-you space

Functional ingredients could attract consumers

COMPETITIVE LANDSCAPE

Alimentos Jacks de Centro América celebrates its 61st anniversary

Offering affordable cereal options drives strong growth of Alimentos Jacks in 2025

CHANNELS

Supermarkets offer a wide variety of imported and local breakfast cereals

Expansion of e-commerce

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Staple Foods in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

With budgets stretched, consumers remain highly price conscious

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Impact of declining tourism and contraband

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

Influence of social media and convenience

WHAT'S NEXT?

Increased interest in healthy and functional foods

Global flavours to gain traction

Rising influence of social media

COMPETITIVE LANDSCAPE

Consumers appreciate the freshness of artisanal products

Cía Numar SA benefits from its widely recognised and trusted brands

CHANNELS

Supermarkets lead, offering a wide product range, lower prices and convenience

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Low prices attract

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