



**Euromonitor
International**

Baked Goods in Costa Rica

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Table of Contents

Baked Goods in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Artisanal baked goods becoming increasingly specialised, but consumers continue to value the convenience of packaged options

INDUSTRY PERFORMANCE

Packaged options compete with fresh/unpackaged varieties

Packaged leavened bread's growth supported by consumer demand for convenience

WHAT'S NEXT?

Low-priced, private label products will continue to attract consumers

Higher-income consumers will look for cleaner alternatives in packaged baked goods

Packaged options for more artisanal burger and hotdog buns could gain popularity

COMPETITIVE LANDSCAPE

Bimbo de Costa Rica SA leads, catering to diverse consumer preferences

CHANNELS

Supermarkets provide a convenient one-stop shopping experience and lower prices

Ongoing expansion of retail e-commerce as consumers value convenience

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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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

Convenient e-commerce's penetration continues to grow

Low prices attract

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2021-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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