



# Soft Drinks in Costa Rica

January 2025

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DISCLAIMER

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Health awareness drives increased water consumption  
Private label bottled water gains popularity among cost-conscious consumers  
Expanding variety of sparkling flavoured bottled water, including CBD innovations

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## Carbonates in Costa Rica

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## PROSPECTS AND OPPORTUNITIES

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Sugar-free options drive consumer interest

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Family packs drive value purchases with cost-effective offerings

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### PROSPECTS AND OPPORTUNITIES

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