



Soft Drinks in Costa Rica

December 2025

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Soft Drinks in Costa Rica

EXECUTIVE SUMMARY

Lower tourist numbers dampen volume sales

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Marketing strategies continue to evolve

WHAT'S NEXT?

Steady volume growth over forecast period

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Potential headwinds a concern

COMPETITIVE LANDSCAPE

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[Bottled Water in Costa Rica](#)

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WHAT'S NEXT?

Positive volume growth over forecast period

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Health and wellness and sustainability key drivers of growth

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[Carbonates in Costa Rica](#)

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INDUSTRY PERFORMANCE

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Marketing and sustainability key driver of volume sales

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[Concentrates in Costa Rica](#)

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INDUSTRY PERFORMANCE

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Liquid concentrates registers higher volume growth

WHAT'S NEXT?

Minimal volume growth over forecast period
Private label to gain ground
Health and wellness influences further dampen volume sales

COMPETITIVE LANDSCAPE

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[Juice in Costa Rica](#)

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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[RTD Coffee in Costa Rica](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Stable prices, despite increasing costs

WHAT'S NEXT?

Positive outlook over forecast period
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RTD Tea in Costa Rica

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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

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Energy Drinks in Costa Rica

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Rosy outlook over forecast period
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Increasing interest in fitness drives growth

COMPETITIVE LANDSCAPE

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