



Euromonitor
International

Juice in Costa Rica

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Juice in Costa Rica - Category analysis

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2025 DEVELOPMENTS

Degree of premiumisation, in spite of price rises

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Minimal volume growth, as price rises dampen demand

Not from concentrate 100% juice registers highest volume growth

WHAT'S NEXT?

Sustained growth over forecast period

Coconut water performs strongly

Parents increasingly discerning about juice offerings for children

COMPETITIVE LANDSCAPE

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Steady volume growth over forecast period

Two US companies continue to lead

Potential headwinds a concern

COMPETITIVE LANDSCAPE

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Summary 1 - Research Sources

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