



Euromonitor
International

Processed Fruit and Vegetables in Costa Rica

November 2025

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Processed Fruit and Vegetables in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increased product variety and convenience trend fuel growth

INDUSTRY PERFORMANCE

Expansion of shelf stable options and consumer demand for convenience drive growth

Shelf stable beans popular in meals and as a snack

WHAT'S NEXT?

Private label to increase its offering

Growth of organic, preservative-free options

Processed fruit and vegetables could offer varieties that are not available in the country fresh

COMPETITIVE LANDSCAPE

Leading Distribuidora Lucema SA offers a wide selection of canned fruit and vegetables

Supermarkets remain the leading distribution channel

E-commerce expands as consumers have grown more confident in online shopping

CATEGORY DATA

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Staple Foods in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

With budgets stretched, consumers remain highly price conscious

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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

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

Convenient e-commerce's penetration continues to grow

Low prices attract

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