



Sports Drinks in Costa Rica

December 2025

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Sports Drinks in Costa Rica - Category analysis

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Strategic sponsorships key to success

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Rosy outlook over forecast period

Flavour innovation key driver of growth

Increasing interest in fitness drives growth

COMPETITIVE LANDSCAPE

KPO Alpha holds on to commanding lead

Genomma Lab gains most volume share

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Marketing strategies continue to evolve

WHAT'S NEXT?

Steady volume growth over forecast period

Two US companies continue to lead

Potential headwinds a concern

COMPETITIVE LANDSCAPE

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SOURCES

Summary 1 - Research Sources

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