



Euromonitor  
International

# Rice, Pasta and Noodles in Costa Rica

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Affordable and filling pasta, rice, and noodles are essential items amid ongoing financial pressure

### INDUSTRY PERFORMANCE

Rice, pasta and noodles benefits from consumers seeking affordable options

Noodles offer convenience and diversity

### WHAT'S NEXT?

More product variety expected to continue to attract consumers

Expansion of organic and clean-label offerings

More affordable specialty products would attract consumers

### COMPETITIVE LANDSCAPE

Leading Grupo Pelón distributes a wide variety of well-known brands

VIGUI continues to innovate and diversify its product line

### CHANNELS

Small local grocers lead, benefiting from a widespread presence in the country

E-commerce continues to expand among consumers who value convenience

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### EXECUTIVE SUMMARY

With budgets stretched, consumers remain highly price conscious

### KEY DATA FINDINGS

## 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

Cia Numar SA benefits from its widely recognised and trusted brands

## CHANNELS

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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-costa-rica/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-costa-rica/report).