



Euromonitor
International

Edible Oils in Costa Rica

November 2025

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2025 DEVELOPMENTS

Most consumers focus on price, while affluent consumers seek out premium niches

INDUSTRY PERFORMANCE

Limited brand loyalty

Dynamic olive oil

High saturated fat content continues to limit appeal of palm oil

WHAT'S NEXT?

Private label lines to gain ground

Health and wellness trend to drive growth of olive oil, coconut oil, and avocado oil

Social media will continue to influence purchasing trends

COMPETITIVE LANDSCAPE

Cía Numar lead with its widely recognised and trusted brands

CHANNELS

Supermarkets offer the widest selection of edible oils

Retail e-commerce continues to expand

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Cooking Ingredients and Meals in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Price-sensitivity encourages ongoing interest in price promotions and cheaper products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer Price Index (IPC) shows a decline in prices for several categories

Impact of declining tourism and contraband

Influence of social media and convenience

Health and wellness driving demand for better-for-you products

WHAT'S NEXT?

Increased interest in healthy and functional foods

Global flavours to gain traction

Rising influence of social media

COMPETITIVE LANDSCAPE

Cia Numar SA leads with its widely recognised and trusted brands

Nestlé benefits from the continued popularity of its flagship Maggi brand

CHANNELS

Supermarkets offer a wide product range, lower prices and convenience

Retail e-commerce penetration continues to grow

Low prices attract

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