



# Cooking Ingredients and Meals in Costa Rica

November 2025

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## Cooking Ingredients and Meals in Costa Rica

### 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

Cía 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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### 2025 DEVELOPMENTS

Most consumes 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

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Busier lifestyles and health and wellness trends shape growth

## INDUSTRY PERFORMANCE

Rising demand as busier lifestyles leave less time for cooking

Growth of shelf-stable ready meals with Pro Salud's entry into the category

## WHAT'S NEXT?

Increased variety of offerings is expected

Health and wellness trend will continue to shape purchasing decisions

Meal kits likely to gain popularity among higher-income consumers

## COMPETITIVE LANDSCAPE

Nestlé Costa Rica SA leads and experiences strong organic growth in 2025

## CHANNELS

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#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growing interest in exotic and distinctive flavours

#### INDUSTRY PERFORMANCE

Rising demand for global flavours

Convenient doy packs increasingly popular

#### WHAT'S NEXT?

Rising demand for clean ingredients lists

Increasing interest in international cuisines and new flavours

Smaller doy packs likely to gain traction

#### COMPETITIVE LANDSCAPE

Unilever de Centroamérica SA leads with its popular Lizano, Naturas, and Hellmann's brands

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### Sweet Spreads in Costa Rica

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordable chocolate spreads attract a growing range of consumers

## INDUSTRY PERFORMANCE

Rising popularity of convenient doy packs

Appeal of chocolate spreads spans both younger and older audiences

## WHAT'S NEXT?

Innovative flavour combinations and unique textures to meet evolving consumer preferences

Rising demand for better-for-you options

Convenient and affordable packaging may boost sales

## COMPETITIVE LANDSCAPE

Productos Ujarrás leads, offering local ingredients, product variety, and affordability

New Tricopilia Sport boosts the visibility and overall popularity of the Tricopilia brand

## CHANNELS

Supermarkets offer variety, lower prices and convenience

Retail e-commerce continues to expand in 2025

## CATEGORY DATA

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