



Meals and Soups in Costa Rica

November 2025

Table of Contents

Meals and Soups in Costa Rica - Category analysis

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

Warehouse clubs benefit from consumers economising

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

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

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-costa-rica/report.