

## Soft Drinks in Costa Rica

Market Direction | 2022-12-12 | 69 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Soft drinks are expected to register healthy current retail value growth, though retail volume growth is expected to be much more moderate, as inflation takes hold. The war in Ukraine is pushing up global fuel prices and impacting retail prices and dampening volume growth, as a result. Volume growth through on-trade channels is expected to be slightly higher. With such high prices, especially for imports, imports from China in particular are suffering. The bigger companies are also faring better...

Euromonitor International's Soft Drinks in Costa Rica report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Soft Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Table of Contents:

Soft Drinks in Costa Rica

Euromonitor International

December 2022

### List Of Contents And Tables

#### SOFT DRINKS IN COSTA RICA

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

## Table 32 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

### DISCLAIMER

### SOURCES

#### Summary 1 Research Sources

#### CARBONATES IN COSTA RICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Retail volume growth muted, but foodservice sees significant volume growth

Coca-Cola FEMSA continues to dominate

Sugar-free beverages continue to grow in popularity

##### PROSPECTS AND OPPORTUNITIES

Minimal volume growth over forecast period

Growing health and wellness concerns characterise the forecast period

Carbonates to face competition from healthier options such as juice

##### CATEGORY DATA

#### Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

#### Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

#### Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

#### Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

#### Table 37 Off-trade Sales of Carbonates by Category: Volume 2017-2022

#### Table 38 Off-trade Sales of Carbonates by Category: Value 2017-2022

#### Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

#### Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

#### Table 41 Sales of Carbonates by Total Fountain On-trade: Volume 2017-2022

#### Table 42 □Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2017-2022

#### Table 43 □NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

#### Table 44 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

#### Table 45 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

#### Table 46 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

#### Table 47 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

#### Table 48 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

#### Table 49 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

#### Table 50 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

#### Table 51 □Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2022-2027

#### Table 52 □Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2022-2027

### JUICE IN COSTA RICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Retail volume growth muted, but foodservice sees significant volume growth

Florida Bebidas maintains lead, while Dos Pinos launches health and wellness offerings

Increased price sensitivity sees private label gain value share

##### PROSPECTS AND OPPORTUNITIES

Consumer increasingly look for clean labels

Opportunity for growth of functional, fortified juices.

Lunch box friendly juice cartons in demand

##### CATEGORY DATA

#### Table 53 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 54 Off-trade Sales of Juice by Category: Value 2017-2022

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 59 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

## BOTTLED WATER IN COSTA RICA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Retail volume growth muted, but foodservice sees significant volume growth

Little brand loyalty in bottled water

Flavoured bottled water is growing in popularity but still niche

### PROSPECTS AND OPPORTUNITIES

Muted volume growth over forecast period

A small shift from carbonates to bottled water

Growth potential for bottled water with added functionality

### CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2017-2022

Table 66 Off-trade Sales of Bottled Water by Category: Value 2017-2022

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027

Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027

Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027

Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

## SPORTS DRINKS IN COSTA RICA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Retail volume growth muted, but foodservice sees significant volume growth

Tight competition between two major players Powerade and Gatorade

Launch of zero sugar alternatives variants in 2022

### PROSPECTS AND OPPORTUNITIES

Muted volume growth over forecast period

Zero sugar options will drive growth

Need for healthier, more natural offerings

### CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 78 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022

Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022

Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022

Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022

Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

ENERGY DRINKS IN COSTA RICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Best performing soft drink in 2022

Flavour key differentiator

Younger consumers drive value sales but efforts are made to entice older higher-income consumers

PROSPECTS AND OPPORTUNITIES

Strongest performing soft drink over forecast period

Health and wellness trend impact volume sales

More nuanced functionalities are seen over the forecast period

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 90 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES IN COSTA RICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fall in volume sales in 2022

Landscape remains concentrated in concentrates

Iced tea concentrates popular

PROSPECTS AND OPPORTUNITIES

Negative outlook over forecast period

Expansion of healthy propositions such as all natural and no added sugar characterise the forecast period

Price main driver of value sales over forecast period

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 102 Off-trade Sales of Concentrates by Category: Value 2017-2022  
Table 103 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022  
Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022  
Table 105 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2018-2022  
Table 106 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022  
Table 107 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022  
Table 108 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022  
Table 109 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022  
Table 110 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022  
Table 111 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022  
Table 112 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022  
Table 113 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027  
Table 114 Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027  
Table 115 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027  
Table 116 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

#### RTD TEA IN COSTA RICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Retail volume growth muted, but foodservice sees significant volume growth

Florida Bebidas continues to dominate

RTD tea has seen considerable growth over review period

##### PROSPECTS AND OPPORTUNITIES

Minimal retail volume growth over forecast period

Players launch healthier versions to drive value sales

Opportunity for RTD tea with a greener positioning

#### CATEGORY DATA

Table 117 Off-trade Sales of RTD Tea by Category: Volume 2017-2022  
Table 118 Off-trade Sales of RTD Tea by Category: Value 2017-2022  
Table 119 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022  
Table 120 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022  
Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022  
Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022  
Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022  
Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022  
Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027  
Table 126 Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027  
Table 127 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027  
Table 128 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

#### RTD COFFEE IN COSTA RICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Limited options for RTD coffee in Costa Rica

Companies focus on small pack sizes marketed as indulgent treats

Price key driver of value sales in 2022

##### PROSPECTS AND OPPORTUNITIES

Minimal volume growth over forecast period

Higher value-added proposition opportunities

RTD coffee growth driven by younger generation

#### CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 130 Off-trade Sales of RTD Coffee: Value 2017-2022

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

**Soft Drinks in Costa Rica**

Market Direction | 2022-12-12 | 69 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)