

## **Retail in Costa Rica**

Market Direction | 2023-03-31 | 36 pages | Euromonitor

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### **Report description:**

Retailing in Costa Rica was challenged in 2022, with rising inflation and price hikes impacting consumer buying habits. In addition, high levels of unemployment in the country continued to impact household budgets, shaping purchasing decisions. This resulted in a year of mixed results, with e-commerce and warehouse clubs posting positive results, while retail growth was challenging for small local grocers and foods/drink/tobacco specialists as consumers sought cheaper price points. As such, many...

Euromonitor International's Retail in Costa Rica report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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.

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reliable information resources to help drive informed strategic planning.

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Players invest in e-commerce and creative strategies to boost sales

#### **PROSPECTS AND OPPORTUNITIES**

Inflation impacts consumers purchasing, while retail value growth remains positive

Urban migration creates ongoing opportunities for supermarkets and hypermarkets

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Direct sellers implement strategies to boost sales, including physical locations

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