

## **RTD Coffee in Costa Rica**

Market Direction | 2023-12-13 | 24 pages | Euromonitor

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### **Report description:**

RTD coffee products saw notable unit price increases over the review period, due in large part to the steep price movements of coffee in 2022. Given the relatively small size of RTD coffee in Costa Rica, the higher unit prices associated with these products led to lower consumption. Instead, shoppers opted to prepare cold coffee drinks at home or simply skipped on the treat altogether to reduce expenditure. RTD coffee should see a recovery from the beginning of 2024, assuming that prices normali...

Euromonitor International's RTD Coffee 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 (2018-2022), 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 2027 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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.

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