

RTD Coffee in Costa Rica

December 2023

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RTD Coffee in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation drives unit prices higher for RTD coffee Café Britt continues to lead category More consumers turn away from RTD coffee

PROSPECTS AND OPPORTUNITIES

Broader distribution needed to grow sales in RTD coffee category Wider product choice should drive interest in RTD coffee Changing climate and higher temperatures could fuel demand for RTD coffee

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