



Baked Goods in Costa Rica

November 2025

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Baked Goods in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Artisanal baked goods becoming increasingly specialised, but consumers continue to value the convenience of packaged options

INDUSTRY PERFORMANCE

Packaged options compete with fresh/unpackaged varieties

Packaged leavened bread's growth supported by consumer demand for convenience

WHAT'S NEXT?

Low-priced, private label products will continue to attract consumers

Higher-income consumers will look for cleaner alternatives in packaged baked goods

Packaged options for more artisanal burger and hotdog buns could gain popularity

COMPETITIVE LANDSCAPE

Bimbo de Costa Rica SA leads, catering to diverse consumer preferences

CHANNELS

Supermarkets provide a convenient one-stop shopping experience and lower prices

Ongoing expansion of retail e-commerce as consumers value convenience

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Staple Foods in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

With budgets stretched, consumers remain highly price conscious

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INDUSTRY PERFORMANCE

Consumer Price Index (IPC) shows a decline in prices for several categories

Impact of declining tourism and contraband

Health and wellness driving demand for better-for-you products

Influence of social media and convenience

WHAT'S NEXT?

Increased interest in healthy and functional foods

Global flavours to gain traction

Rising influence of social media

COMPETITIVE LANDSCAPE

Consumers appreciate the freshness of artisanal products

Cía Numar SA benefits from its widely recognised and trusted brands

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Supermarkets lead, offering a wide product range, lower prices and convenience

Convenient e-commerce's penetration continues to grow

Low prices attract

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