



Euromonitor
International

Other Hot Drinks in Costa Rica

December 2025

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Other Hot Drinks in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sector remains consolidated

INDUSTRY PERFORMANCE

Moderate value and volume growth in 2025

Chocolate-based flavoured powder drinks register highest value growth

WHAT'S NEXT?

Positive outlook over forecast period

Marketing focus on energy and nutrition

Opportunity to offer other hot drinks with a healthier positioning

COMPETITIVE LANDSCAPE

Compañía Nacional de Chocolates continues to lead a consolidated landscape

Nestlé gains most value share in 2025

CHANNELS

Supermarkets dominate, though hypermarkets make most gains

Minimal volume sales through foodservice

CATEGORY DATA

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Hot Drinks in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Coffee negatively impacted by surging prices

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INDUSTRY PERFORMANCE

Muted overall volume growth, as rising prices have an impact

Local provenance increasingly important in coffee, with premiumisation also driving value growth

Consumers look for functional benefits in tea

WHAT'S NEXT?

Continuing growth, supported by growing economy

Price rises and premiumisation drive value growth in coffee

Health and wellness key driver for tea

COMPETITIVE LANDSCAPE

Coffee player Cia Numar holds on to commanding lead

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