

# Juice in Costa Rica

December 2023

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## Juice in Costa Rica - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Juice experiences high unit price increases

Tropical and Dos Pinos remain strong in the category

Demand for coconut and plant-based waters is beginning to slow

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Healthier options likely to emerge in juice

Presence of private label options expected to increase

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