



Euromonitor
International

Sports Drinks in Costa Rica

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Sports Drinks in Costa Rica - Category analysis

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Widening consumer base supports healthy volume growth

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Best performing soft drink in 2025

Strategic sponsorships key to success

WHAT'S NEXT?

Rosy outlook over forecast period

Flavour innovation key driver of growth

Increasing interest in fitness drives growth

COMPETITIVE LANDSCAPE

KPO Alpha holds on to commanding lead

Genomma Lab gains most volume share

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WHAT'S NEXT?

Steady volume growth over forecast period

Two US companies continue to lead

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COMPETITIVE LANDSCAPE

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Summary 1 - Research Sources

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