

# Coffee in Costa Rica

December 2022

Table of Contents

## Coffee in Costa Rica - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Inflation leads players to offer discounts  
Players look to differentiate themselves from the competition  
Colcafé's instant coffee with cream and sugar gains value share

#### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period as coffee is a mature product  
Limited decaffeinated fresh coffee offerings create space for new brands to enter  
Private label to benefit as inflationary pressures continue

#### CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2017-2022  
Table 2 - Retail Sales of Coffee by Category: Value 2017-2022  
Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2017-2022  
Table 4 - Retail Sales of Coffee by Category: % Value Growth 2017-2022  
Table 5 - NBO Company Shares of Coffee: % Retail Value 2018-2022  
Table 6 - LBN Brand Shares of Coffee: % Retail Value 2019-2022  
Table 7 - Forecast Retail Sales of Coffee by Category: Volume 2022-2027  
Table 8 - Forecast Retail Sales of Coffee by Category: Value 2022-2027  
Table 9 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027  
Table 10 - Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

## Hot Drinks in Costa Rica - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022  
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022  
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2017-2022  
Table 14 - Retail Sales of Hot Drinks by Category: Value 2017-2022  
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022  
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022  
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2017-2022  
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022  
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2017-2022  
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022  
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2018-2022  
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022  
Table 23 - Retail Distribution of Hot Drinks by Format: % Volume 2017-2022  
Table 24 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2022  
Table 25 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027  
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027  
Table 27 - Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 29 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 31 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 33 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 34 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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## SOURCES

Summary 1 - Research Sources

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