



Euromonitor
International

RTD Tea in Costa Rica

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RTD Tea in Costa Rica - Category analysis

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Volume sales continue to be sizeable

INDUSTRY PERFORMANCE

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Carbonated RTD tea and kombucha registers highest volume growth

WHAT'S NEXT?

Steady growth over forecast period

Continuing innovation from Tropical brand

Health and wellness trends continue to drive volume growth

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Florida Bebidas continues to dominate

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Marketing strategies continue to evolve

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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