



Juice in Costa Rica

December 2025

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Juice in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Degree of premiumisation, in spite of price rises

INDUSTRY PERFORMANCE

Minimal volume growth, as price rises dampen demand

Not from concentrate 100% juice registers highest volume growth

WHAT'S NEXT?

Sustained growth over forecast period

Coconut water performs strongly

Parents increasingly discerning about juice offerings for children

COMPETITIVE LANDSCAPE

Florida Bédias holds on to lead

Private label gains ground

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Supermarkets lead, while warehouse clubs gain most volume share

Limited volume sales through foodservice

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Zero volume growth in 2025

Health and wellness claims enter the mainstream

Marketing strategies continue to evolve

WHAT'S NEXT?

Steady volume growth over forecast period

Two US companies continue to lead

Potential headwinds a concern

COMPETITIVE LANDSCAPE

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Summary 1 - Research Sources

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