



Sports Drinks in Costa Rica

December 2025

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Sports Drinks in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Widening consumer base supports healthy volume growth

INDUSTRY PERFORMANCE

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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Supermarkets lead, while e-commerce and pharmacies drive growth

Limited volume sales through foodservice

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Zero volume growth in 2025

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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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