



Rice, Pasta and Noodles in Costa Rica

November 2025

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2025 DEVELOPMENTS

Affordable and filling pasta, rice, and noodles are essential items amid ongoing financial pressure

INDUSTRY PERFORMANCE

Rice, pasta and noodles benefits from consumers seeking affordable options

Noodles offer convenience and diversity

WHAT'S NEXT?

More product variety expected to continue to attract consumers

Expansion of organic and clean-label offerings

More affordable specialty products would attract consumers

COMPETITIVE LANDSCAPE

Leading Grupo Pelón distributes a wide variety of well-known brands

VIGUI continues to innovate and diversify its product line

CHANNELS

Small local grocers lead, benefiting from a widespread presence in the country

E-commerce continues to expand among consumers who value convenience

CATEGORY DATA

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EXECUTIVE SUMMARY

With budgets stretched, consumers remain highly price conscious

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INDUSTRY PERFORMANCE

Consumer Price Index (IPC) shows a decline in prices for several categories

Impact of declining tourism and contraband

Health and wellness driving demand for better-for-you products

Influence of social media and convenience

WHAT'S NEXT?

Increased interest in healthy and functional foods

Global flavours to gain traction

Rising influence of social media

COMPETITIVE LANDSCAPE

Consumers appreciate the freshness of artisanal products

Cia Numar SA benefits from its widely recognised and trusted brands

CHANNELS

Supermarkets lead, offering a wide product range, lower prices and convenience

Convenient e-commerce's penetration continues to grow

Low prices attract

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