



Euromonitor
International

Sweet Spreads in Costa Rica

November 2025

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Sweet Spreads in Costa Rica - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable chocolate spreads attract a growing range of consumers

INDUSTRY PERFORMANCE

Rising popularity of convenient doy packs

Appeal of chocolate spreads spans both younger and older audiences

WHAT'S NEXT?

Innovative flavour combinations and unique textures to meet evolving consumer preferences

Rising demand for better-for-you options

Convenient and affordable packaging may boost sales

COMPETITIVE LANDSCAPE

Productos Ujarrás leads, offering local ingredients, product variety, and affordability

New Tricopilia Sport boosts the visibility and overall popularity of the Tricopilia brand

CHANNELS

Supermarkets offer variety, lower prices and convenience

Retail e-commerce continues to expand in 2025

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Cooking Ingredients and Meals in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Price-sensitivity encourages ongoing interest in price promotions and cheaper products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Impact of declining tourism and contraband

Influence of social media and convenience

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

WHAT'S NEXT?

Increased interest in healthy and functional foods

Global flavours to gain traction

Rising influence of social media

COMPETITIVE LANDSCAPE

Cia Numar SA leads with its widely recognised and trusted brands

Nestlé benefits from the continued popularity of its flagship Maggi brand

CHANNELS

Supermarkets offer a wide product range, lower prices and convenience

Retail e-commerce penetration continues to grow

Low prices attract

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