



Euromonitor  
International

# Snacks in Costa Rica

July 2026

Table of Contents

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

## INDUSTRY PERFORMANCE

Affordability Drives Sales as Price Sensitivity Intensifies

Dos Pinos and Gallito Expand Reach through Value-Led Innovation

Chart 2 - Dos Pinos Launches Gallito Rush Chocolate Blanco

Diana and Tajín Partnership Accelerates Spicy Flavour Innovation

Chart 3 - Diana Launches Collaboration with Tajín

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

## WHAT'S NEXT?

Convenience-Driven Snacking to Reshape Consumption as Habits Evolve

Savoury Snacks to Maintain Lead as Confectionery Accelerates with New Flavours

Chart 6 - Analyst Insight for Snacks

Health-Conscious Consumers and Premium Imports to Challenge Established Brands

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Jacks Gains Momentum with Premium Innovation

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

## CHANNELS

Small Local Grocers Anchor Daily Snack Purchases as E-Commerce Accelerates

Chart 11 - Retail Channels 2021-2026

## PRODUCTS

Pack Format and Flavour Collaboration as the Twin Engines of Product Development

Gallito Rush and the Diana + Tajín Series as Contrasting Execution Models

Brand Switching and Competitive Replication Are Reshaping Category Dynamics

## ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Chocolate Confectionery Summary

### KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

### INDUSTRY PERFORMANCE

Brands Drive Sales through Price Promotions as Affordability Shapes Demand

Tablets maintain lead as value outpaces volume in premium offerings

Chart 19 - Gallito Prioritises Promotions

Copetín Cacique Liga'o Sandía Captures Attention with Bold Flavour Innovation

Chart 20 - Value Sales 2021-2031

Chart 21 - Volume Sales 2021-2031

Chart 22 - Value Sales by Category 2026

### WHAT'S NEXT?

Premium Tablets and Boxed Assortments to Attract Wellness and Gifting Demand

Chart 23 - Analyst Insight for Chocolate Confectionery

Nostalgia and Wellness to Shift Consumer Choices toward Premium and Healthier Options

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Dos Pinos Leverages Gallito Acquisition as Mondelez Closes the Gap

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

### CHANNELS

Auto Mercado and Pricesmart Shape Consumer Preferences with Value and Variety

Major Retailers Expand Online Reach as Time-Poor Shoppers Boost E-Commerce

Chart 28 - Retail Channels 2021-2026

### PRODUCTS

Promotion Mechanics and Flavour Differentiation as Parallel Innovation Levers

Gallito Corazón Fresita and Copetín Cacique Liga'o Sandía Illustrate the Dual Strategy

Brand Switching and Channel Polarisation Are Reshaping Competitive Dynamics

### ECONOMIC CONTEXT

Chart 29 - Economic Context for Chocolate Confectionery

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 32 - Consumer Context for Chocolate Confectionery

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

[Gum in Costa Rica](#)

## KEY DATA INSIGHTS

## 2026 DEVELOPMENTS

Gum Summary

### INDUSTRY PERFORMANCE

Trident Leverages Stranger Things Campaign to Boost Engagement

Chart 35 - Trident Licenses Stranger Things

Chewing Gum Holds Volume Leadership as Bubble Gum Contracts

Chart 36 - Value Sales 2021-2031

Chart 37 - Volume Sales 2021-2031

Chart 38 - Value Sales by Category 2026

### WHAT'S NEXT?

Health-Conscious Families to Drive Demand for Natural Ingredients and Xylitol

International Flavours and Imports to Broaden Appeal as Traditional Choices Wane

Chart 39 - Forecast Value Sales 2021-2031

Chart 40 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Mondelez Expands Lead as Rivals Struggle to Gain Ground

Chart 41 - Company Shares 2026

Chart 42 - Brand Shares 2026

### CHANNELS

Supermarkets Expand Gum Variety to Capture Impulse Sales

Online Platforms Target Affluent and Younger Gum Buyers

Chart 43 - Retail Channels 2021-2026

### ECONOMIC CONTEXT

Chart 44 - Economic Context for Gum

Chart 45 - Real Gdp Growth 2021-2031

Chart 46 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 47 - Consumer Context for Gum

Chart 48 - Population 2021-2031

Chart 49 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

[Sugar Confectionery in Costa Rica](#)

### KEY DATA INSIGHTS

## 2026 DEVELOPMENTS

Sugar Confectionery Summary

### INDUSTRY PERFORMANCE

Price-Conscious Shoppers Drive Growth for Lower-Cost Brands and Spicy Innovations

Gummies and Jellies Capture Attention as Spicy Flavours Gain Traction

Chart 50 - Value Sales 2021-2031

Chart 51 - Volume Sales 2021-2031

Chart 52 - Value Sales by Category 2026

### WHAT'S NEXT?

Nostalgic Products to Revive Memories and Drive Repeat Purchases

Imported and Gourmet Options to Attract Younger Shoppers Seeking Novelty  
Health-Conscious Parents to Choose Cleaner Ingredients and Limit Sugar  
Chart 53 - Forecast Value Sales 2021-2031  
Chart 54 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Mondelez Sustains Lead as Halls Leverages Dual Usage and Loyalty  
Chart 55 - Company Shares 2026  
Chart 56 - Brand Shares 2026

## CHANNELS

Small Local Grocers Anchor Impulse Snacking as Digital Channels Expand  
Chart 57 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 58 - Economic Context for Sugar Confectionery  
Chart 59 - Real Gdp Growth 2021-2031  
Chart 60 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 61 - Consumer Context for Sugar Confectionery  
Chart 62 - Population 2021-2031  
Chart 63 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Ice Cream in Costa Rica](#)

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Ice Cream Summary

## INDUSTRY PERFORMANCE

Lower-Cost Brands Appeal to Consumers as Price-Sensitivity Increases  
Take-Home Ice Cream Maintains Volume Lead as Consumers Prioritise At-Home Indulgence  
Chart 64 - Dos Pinos Launches Fresco Leche  
Frutini Wins Price-Sensitive Shoppers with Affordable Launches  
Chart 65 - Value Sales 2021-2031  
Chart 66 - Volume Sales 2021-2031  
Chart 67 - Value Sales by Category 2026

## WHAT'S NEXT?

Imported Products and Clean Labels to Reshape Shopper Choices  
Chart 68 - Forecast Value Sales 2021-2031  
Chart 69 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Dos Pinos Sustains Dominance as Charo Accelerates with Local Flavours  
Chart 70 - Company Shares 2026  
Chart 71 - Brand Shares 2026

## CHANNELS

Small Local Grocers Sustain Reach as E-Commerce Surges  
Tourist Hotspots and Digital Platforms Drive Collaboration Success

Chart 72 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 73 - Economic Context for Ice Cream

Chart 74 - Real Gdp Growth 2021-2031

Chart 75 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 76 - Consumer Context for Ice Cream

Chart 77 - Population 2021-2031

Chart 78 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Savoury Snacks in Costa Rica](#)

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Savoury Snacks Summary

## INDUSTRY PERFORMANCE

Brands Leverage Affordability to Drive Sales

Diana's Spicy Launches Ignite Innovation and Competitive Response

Chart 79 - Diana Launches Tajín Collaboration

Chart 80 - Value Sales 2021-2031

Chart 81 - Volume Sales 2021-2031

Chart 82 - Value Sales by Category 2026

## WHAT'S NEXT?

Imported Brands to Accelerate Polarisation between Premium and Value Snacks

Cheaper Multipacks and Family Sizes to Keep Salty Snacks in the Lead

Chart 83 - Forecast Value Sales 2021-2031

Chart 84 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Jacks Captures Growth as Gruma Defends Brand Strength

Chart 85 - Company Shares 2026

Chart 86 - Brand Shares 2026

## CHANNELS

Small Local Grocers Retain Shoppers as E-Commerce Attracts New Spend

Chart 87 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 88 - Economic Context for Savoury Snacks

Chart 89 - Real Gdp Growth 2021-2031

Chart 90 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 91 - Consumer Context for Savoury Snacks

Chart 92 - Population 2021-2031

Chart 93 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

### INDUSTRY PERFORMANCE

Price-Sensitive Shoppers Favour Low-Cost Options

Chart 94 - PROBAR Launches Caffeine- Enriched Bar

Sweet Biscuits Maintain Dominance as Snack Bars Attract Health-Conscious Buyers

Chart 95 - Value Sales 2021-2031

Chart 96 - Volume Sales 2021-2031

Chart 97 - Value Sales by Category 2026

### WHAT'S NEXT?

Imported Brands to Shape Consumer Choices through Value and Variety

Sweet Biscuits to Hold Dominance as Snack Bars Accelerate on Health Claims

Chart 98 - Forecast Value Sales 2021-2031

Chart 99 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Cía De Galletas Pozuelo Sustains Dominance

Dos Pinos Drives Innovation with New Launches and Broad Distribution

Chart 100 - Company Shares 2026

Chart 101 - Brand Shares 2026

### CHANNELS

Small Local Grocers Sustain Reach as E-Commerce Expands

Chart 102 - Retail Channels 2021-2026

### ECONOMIC CONTEXT

Chart 103 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 104 - Real Gdp Growth 2021-2031

Chart 105 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 106 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 107 - Population 2021-2031

Chart 108 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-costa-rica/report](http://www.euromonitor.com/snacks-in-costa-rica/report).