



Euromonitor
International

Cooking Ingredients and Meals in Costa Rica

November 2025

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Cooking Ingredients and Meals in Costa Rica

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

Cía 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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2025 DEVELOPMENTS

Most consumes focus on price, while affluent consumers seek out premium niches

INDUSTRY PERFORMANCE

Limited brand loyalty

Dynamic olive oil

High saturated fat content continues to limit appeal of palm oil

WHAT'S NEXT?

Private label lines to gain ground

Health and wellness trend to drive growth of olive oil, coconut oil, and avocado oil

Social media will continue to influence purchasing trends

COMPETITIVE LANDSCAPE

Cía Numar lead with its widely recognised and trusted brands

CHANNELS

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Busier lifestyles and health and wellness trends shape growth

INDUSTRY PERFORMANCE

Rising demand as busier lifestyles leave less time for cooking

Growth of shelf-stable ready meals with Pro Salud's entry into the category

WHAT'S NEXT?

Increased variety of offerings is expected

Health and wellness trend will continue to shape purchasing decisions

Meal kits likely to gain popularity among higher-income consumers

COMPETITIVE LANDSCAPE

Nestlé Costa Rica SA leads and experiences strong organic growth in 2025

CHANNELS

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2025 DEVELOPMENTS

Growing interest in exotic and distinctive flavours

INDUSTRY PERFORMANCE

Rising demand for global flavours

Convenient doy packs increasingly popular

WHAT'S NEXT?

Rising demand for clean ingredients lists

Increasing interest in international cuisines and new flavours

Smaller doy packs likely to gain traction

COMPETITIVE LANDSCAPE

Unilever de Centroamérica SA leads with its popular Lizano, Naturas, and Hellmann's brands

Banquete brand enjoys wide distribution and frequent price promotions

CHANNELS

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Sweet Spreads in Costa Rica

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable chocolate spreads attract a growing range of consumers

INDUSTRY PERFORMANCE

Rising popularity of convenient doypacks

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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-costa-rica/report.