

# Hot Drinks in Costa Rica

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Consumers increasingly searching for high-quality coffee and retailers expanding availability Fresh ground coffee gain popularity for at-home and away-from-home consumption Private label presents premium varieties as well

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Imported tea options often considered more premium, motivating local brands to launch more intricate flavours

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Making tea with fresh plants is common

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Chocolate milk is enjoyed mostly by children, and hot cocoa by adults

Limited dynamism from the category

Higher-income consumers appreciate imported and different options

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