

Carbonates in Costa Rica

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Carbonates in Costa Rica - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The rising popularity of exotic flavours in modern retailers

The growing demand for no-sugar options, even amongst children

Bundling as a strategy to boost volume sales

PROSPECTS AND OPPORTUNITIES

Increased preference for larger bottles as a cost-saving measure The potential for healthier options targeting parents and children Expanding the private label offering to meet price sensitivity

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