



RTD Tea in Costa Rica

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD tea's popularity driven by sweet taste, affordability, and perceived health benefits
Family packs drive value purchases with cost-effective offerings
Increased health awareness challenges RTD tea's better-for-you image

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Natural and better-for-you RTD tea variants hold growth potential
Seasonal and unique flavours can drive consumer interest
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