



**Euromonitor
International**

RTD Coffee in Costa Rica

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Energy drinks and carbonated beverages compete for caffeine-seeking consumers
- Emerging market visibility with Dos Pinos’ entry into RTD coffee
- Widespread availability of fresh hot coffee challenges RTD coffee growth

PROSPECTS AND OPPORTUNITIES

- Improved placement and visibility could drive sales growth
- Indulgent flavour profiles and packaging innovation to attract consumers
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Soft Drinks in Costa Rica - Industry Overview

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