



# Cider/Perry in Costa Rica

June 2025

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## Cider/Perry in Costa Rica - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Niche presence for cider, while perry is still hard to find  
Few players have entered cider/perry market  
Lack of clarity surrounding cider amongst retailers and consumers

#### PROSPECTS AND OPPORTUNITIES

Cider is expected to remain a niche product  
Growth will be hampered by lack of local brands  
Holiday season will remain key driver of sales, with limited to no innovation expected

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2024 key trends  
Competitive landscape  
Retail developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

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Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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Contraband/parallel trade

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