



Euromonitor
International

Wine in Costa Rica

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wine culture evolves in Costa Rica amid growing interest in new varieties
- Chilean wines dominate imports as consumers embrace variety
- Wine sales thrive in supermarkets as consumers embrace variety

PROSPECTS AND OPPORTUNITIES

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- Continued expansion of different wine varieties
- Growing health awareness could slow category growth

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Alcoholic Drinks in Costa Rica - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

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