

Tea in Costa Rica

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Tea in Costa Rica - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Imported tea options often considered more premium, motivating local brands to launch more intricate flavours

Tea is locally consumed to soothe specific ailments, so brands continue to offer varieties to accommodate consumers

Making tea with fresh plants is common

PROSPECTS AND OPPORTUNITIES

Teas used for wellness are expected to grow

Increased innovation is expected

Tea growth will continue to be limited by the country's warm climate

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