



Baby and Child-Specific Products in Costa Rica

April 2024

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Baby and Child-Specific Products in Costa Rica - Category analysis

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2023 DEVELOPMENTS

Smaller brands become more widely available and diversify their offers
Products made with natural ingredients and fewer chemicals gain popularity
Demand for private label lines and cheaper economy brands remains solid

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More artisanal-style brands with clean label formulas likely to emerge
Producers will continue to invest in packaging designs that appeal to young children
Paediatrician recommendations set to remain highly influential

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DISCLAIMER

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Summary 1 - Research Sources

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