



Beer in Costa Rica

July 2024

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Beer in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer feels the strain of higher unit prices
Novel Ambar CBD beer finally comes to market
Fiscal changes implemented in 2023

PROSPECTS AND OPPORTUNITIES

Steady volume growth expected, with rising interest in low calorie and light beer
Watch out for more offerings from smaller players and local craft beers
Non-alcoholic beer expected to remain niche

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Legal purchasing age and legal drinking age
Drink driving
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Opening hours
On-trade establishments

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DISCLAIMER

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