



Euromonitor  
International

# Beer in Costa Rica

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Beer sales are impacted by illicit trade and adverse weather  
Florida Bebidas SA retains its dominance  
Beer continues to be staple purchase in traditional retail channels.

### PROSPECTS AND OPPORTUNITIES

Affordability of beer will boost sales  
Artisanal beer, while still niche, will continue growing  
Consumer's growing interest in health and wellness will boost sales of low-calorie and zero alcoholic beer

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Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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