



Euromonitor
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Rtds in Costa Rica

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD continue to grow in popularity, driven by launch of new varieties
Diageo continues as leading company
Supermarkets is preferred channel for RTDs, thanks to wide product selection

PROSPECTS AND OPPORTUNITIES

Growth in tourism will continue to boost sales
Larger 1-litre presentations will offer savings for consumers
Growing interest in wellness will drive growth of hard seltzers

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Alcoholic Drinks in Costa Rica - Industry Overview

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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

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DISCLAIMER

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