



Consumer Health in Costa Rica

September 2023

Table of Contents

Consumer Health in Costa Rica

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 9 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2022-2023

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

Analgesics in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

The stress of inflation and uncertainty leads to an increase in headache sufferers

Acetaminophen sales benefit from a spike in influenza and dengue virus

Drinkable solutions grow in popularity, believed to result in faster pain relief

PROSPECTS AND OPPORTUNITIES

Generics grow, with consumers appreciating lower price points

An ageing population will positively contribute to growth in analgesics

Pharmacists that provide guidance play a role in product choice

CATEGORY DATA

Table 11 - Sales of Analgesics by Category: Value 2018-2023

Table 12 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 14 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 15 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 16 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

Cough, Cold and Allergy (Hay Fever) Remedies in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to old habits causes a surge in demand for cough and cold remedies

Products marketed as natural remedies are favourites of many consumers

Availability becomes key, as products benefit from the low supply of other options

PROSPECTS AND OPPORTUNITIES

Innovation includes a focus on prevention rather than treating symptoms

Convenience is key, leading top brands with stronger distribution networks to grow

The growing appeal of treating cold, cough, and allergies with natural and traditional remedies

CATEGORY DATA

Table 17 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 18 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 20 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 21 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 22 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Dermatologicals in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair loss and lice treatments see sales rise, with hair loss rising due to increased stress

Topical antifungals continue to be a key player in dermatologicals

Dermocosmetics are rising competition for antipruritics

PROSPECTS AND OPPORTUNITIES

Paediatric dermatological products may grow a presence

Price plays an important role as key players are set to capture sales

Topical allergy medicines will continue to grow as consumers are out and about

CATEGORY DATA

Table 23 - Sales of Dermatologicals by Category: Value 2018-2023

Table 24 - Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 26 - LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 27 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 28 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Digestive Remedies in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in eating out and travelling boosts the use of digestive remedies

The packaged food industry competes against consumer health products

Bayer Centroamérica y El Caribe and GlaxoSmithKline de Costa Rica SA (GSK) continue to lead

PROSPECTS AND OPPORTUNITIES

A small number of powerful brands will continue to be consumer's top choices

Smaller, cheaper formats win, aligning with consumers' disposable budgets

Increasing stress levels continue to push the need for digestive remedies

CATEGORY DATA

Table 29 - Sales of Digestive Remedies by Category: Value 2018-2023

Table 30 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 32 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 33 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 34 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Wound Care in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

The return of sports, adventure and children at schools, drives sales

Children's love of licensed band aids leads to increasing sales in 2023

3M Costa Rica SA retains its lead with well trusted, recognised brands

PROSPECTS AND OPPORTUNITIES

Paediatric wound care could attract more parents and increase sales

Lower cost outlets offering affordable wound care are gaining share

Wider availability boosts sales of first aid kits, offering consumers convenience

CATEGORY DATA

Table 35 - Sales of Wound Care by Category: Value 2018-2023

Table 36 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 37 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 38 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 39 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 40 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

Sports Nutrition in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

While interest grows, budget constraints limit retail value sales

Protein powders and creatine returns to shelves in 2023

Growing awareness of long-term negative consequences challenges growth

PROSPECTS AND OPPORTUNITIES

Greater variety of formats and retailers across the coming years

Misinformation and scepticism must be addressed to keep consumers engaged

Gym partnerships as a means of marketing with greater personalisation seen

CATEGORY DATA

Table 41 - Sales of Sports Nutrition by Category: Value 2018-2023

Table 42 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 43 - NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 44 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 45 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 46 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Dietary Supplements in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing awareness of Omega 3 benefits, boosts retail value growth

Probiotics face growing competition from forfeited yoghurt products

Collagen sales suffer as disposable incomes decline in 2023

PROSPECTS AND OPPORTUNITIES

CBD could grow if prices are reduced, and communication improved

Increased availability of supplements will drive category growth

Education about the use of herbal supplements is becoming more widespread

CATEGORY DATA

Table 47 - Sales of Dietary Supplements by Category: Value 2018-2023

Table 48 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 49 - Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 50 - NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 51 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 52 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 53 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Vitamins in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced disposable income challenges sales as consumers focus on essentials

Vitamin C sales fall as consumers return to pre-pandemic habits

GNC launches a value brand to entice price-conscious consumers

PROSPECTS AND OPPORTUNITIES

Marketing of vitamins as support substances drives retail value sales

Multivitamins are set to perform better than single vitamins

Retailers offer discounts and price promotions to encourage purchases

CATEGORY DATA

Table 54 - Sales of Vitamins by Category: Value 2018-2023

Table 55 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 56 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 57 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 58 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 59 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 60 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Weight Management and Wellbeing in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ozempic injections have become a weight-loss method for high income consumers
Weight management products are back in fashion and more visible
Slimming teas are purchased in modern retailers, limiting sales for direct sellers

PROSPECTS AND OPPORTUNITIES

Nutritionists recommendations set to drive sales from higher income consumers
Supplement nutritional drinks will see greater flavour variety and innovation
Blurring lines between weight loss and sports nutritional products will continue

CATEGORY DATA

Table 61 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023
Table 62 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023
Table 63 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023
Table 64 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023
Table 65 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028
Table 66 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Herbal/Traditional Products in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal traditional products have an important position in Costa Rica
Herbal remedies are often used alongside conventional medicine
A lack of trust from some consumers challenges herbal remedies

PROSPECTS AND OPPORTUNITIES

Consumers have a growing awareness of ingredients and natural alternatives
Some consumers will continue to not trust herbal remedies
Herbal/traditional remedies continue to be used alongside traditional treatments

CATEGORY DATA

Table 67 - Sales of Herbal/Traditional Products: Value 2018-2023
Table 68 - Sales of Herbal/Traditional Products: % Value Growth 2018-2023
Table 69 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
Table 70 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
Table 71 - Forecast Sales of Herbal/Traditional Products: Value 2023-2028
Table 72 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

Paediatric Consumer Health in Costa Rica

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for natural and organic products in paediatric consumer health
Parents look for immunity boosters for their children
Generics are less trusted when it comes to paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Personalisation is a growing trend across the forecast period
Paediatrician recommendations will continue to grow in importance
Paediatric specific products will grow in availability, driven by e-commerce

CATEGORY DATA

Table 73 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 74 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 75 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 76 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-costa-rica/report.