

Energy Drinks in Costa Rica

December 2023

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Energy Drinks in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks maintains high growth rates in face of price rises Dos Pinos enters the category with VK Viking Energy Drink Jet launches Jet A.M. with orange juice

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On-trade energy drinks performance to remain strong Jet is poised to keep its lead with focus on value segment Interest in sugar-free and reduced sugar offerings to grow

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