

# Juice in Costa Rica

December 2023

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## Juice in Costa Rica - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Juice experiences high unit price increases  
Tropical and Dos Pinos remain strong in the category  
Demand for coconut and plant-based waters is beginning to slow

#### PROSPECTS AND OPPORTUNITIES

Healthier options likely to emerge in juice  
Presence of private label options expected to increase  
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