

Rtds in Costa Rica

July 2024

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Rtds in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising consumer demand due to convenience and widespread distribution

Smirnoff Ice continues to lead the pack

New hard kombucha offering appeals to health-conscious consumers

PROSPECTS AND OPPORTUNITIES

Steady growth as new products encourage more consumers to switch to RTDs

More international brands expected to enter the fray following White Claw's entry

Adán y Eva expected to continue innovating with new, healthier products

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On-trade establishments

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DISCLAIMER

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