

Product Fact Sheet

JUICES IN COSTA RICA



Market Overview

MARKET HIGHLIGHTS

- Off-trade value sales rise by **8%** in 2016
- Off-trade volume sales rise by **5%**
- Flavour assortments and value packs continue boosting demand during **2016**
- **Florida Bebidas** continues to lead juice in **2016**, recording an off-trade value share of **34%**
- Cumulated Average Growth rate expected **5%**

Drivers of Growth

The wide availability and variety of multi-pack flavor combinations are key drivers to growth and further penetration of the market.

Higher volume packaging formats of 100% juice and nectars are popular as it is a better value for money.

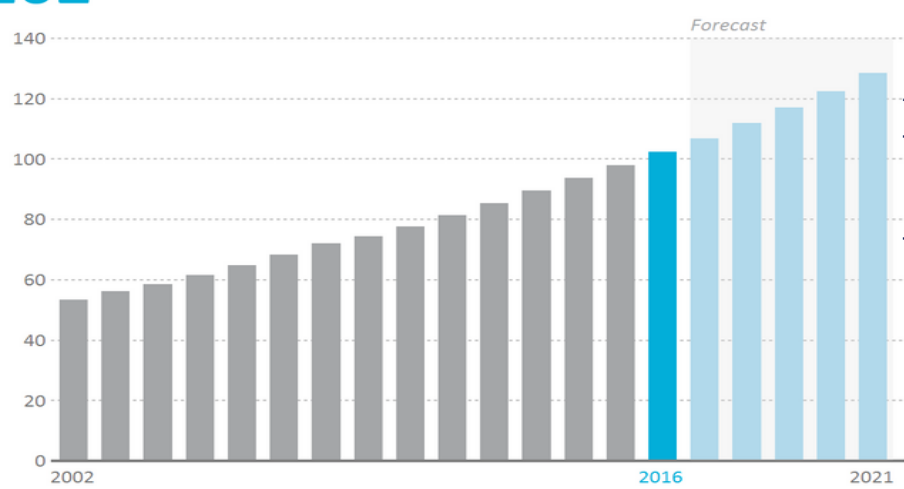
Increasing competition has kept current unit prices relatively stable as shoppers seek value for money



Sales of Juice in Costa Rica

Sales of Juice in Costa Rica
Off-trade Volume - million litres - 2002-2021

102



Juice is expected to post a forecast period CAGR of **5%** in both off-trade volume and value terms, with sales set to reach **128** million litres and **CRC164** billion respectively by **2021**

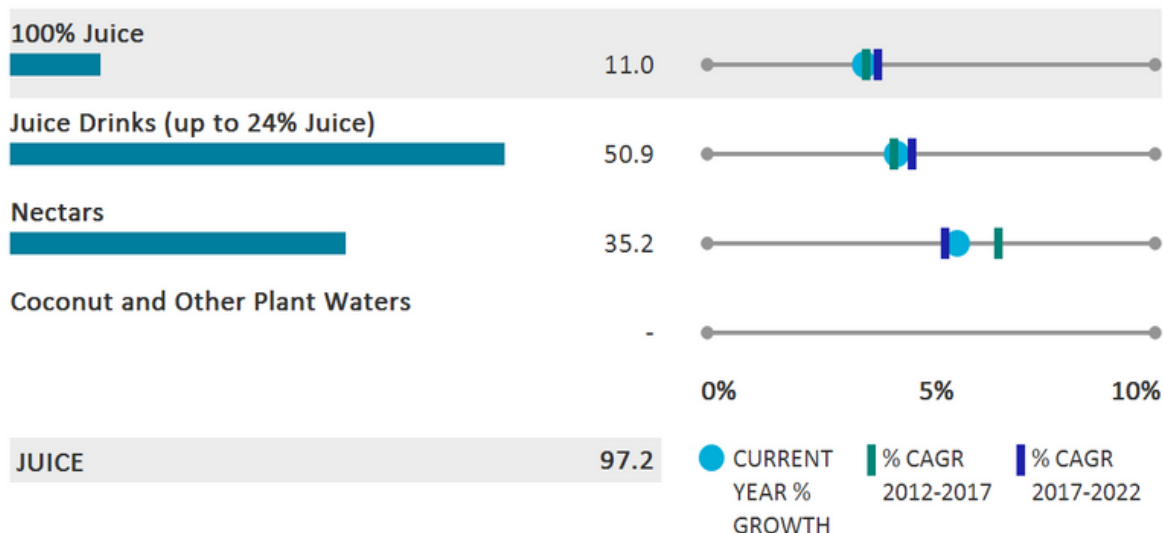
Volume Sales of Subcategories in Million Litres

Sales of Juice in Costa Rica by Category

Off-trade Volume - million litres - 2017

Click on a Category to update Sales Chart

Growth Performance



Competitive Environment

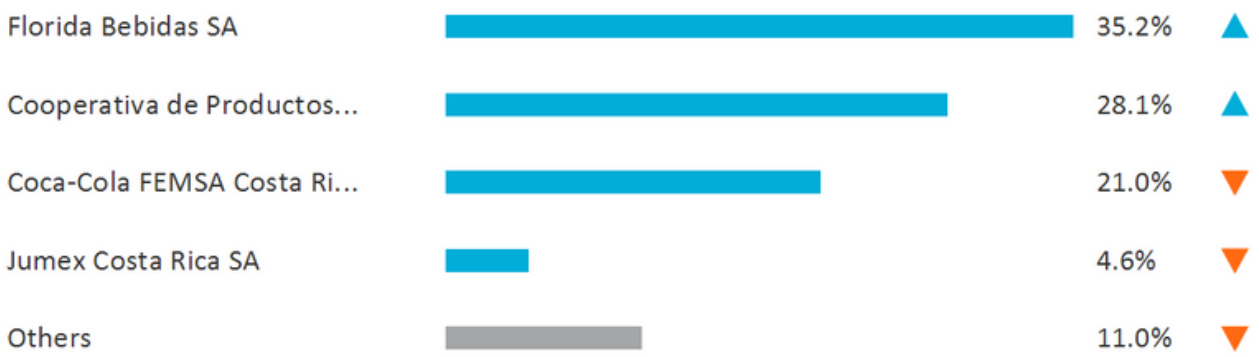
Company shares and brand shares are concentrated in the top two companies of **Florida Bebidas (Tropical)** and **Cooperativa de Productos de Leche dos Pinos (Dos Pinos)**.

Current Success Factors of Top 3

- Provision of more functional features and flavor innovations especially for children for children, who tend to demand less traditional flavours
- Competitive unit prices and broad availability as a result of the popularity of its leading Tropical brand continues to drive sales for Florida Bebidas SA.
- Both domestic and international competitors have developed top-of-mind market positioning that has allowed them to maintain stable juice sales over the years.

Company Shares of Juice in Costa Rica

% Share - Off-trade Volume - 2017

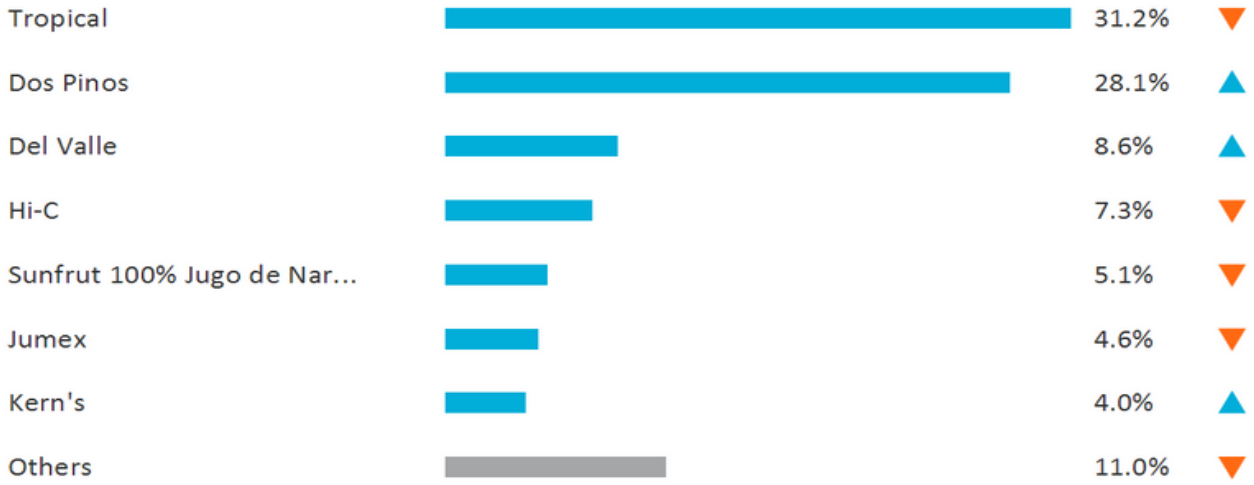


Passport

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Brand Shares of Juice in Costa Rica

% Share - Off-trade Volume - 2017



▲ Increasing share ▼ Decreasing share — No change

Passport

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Future Success Factors



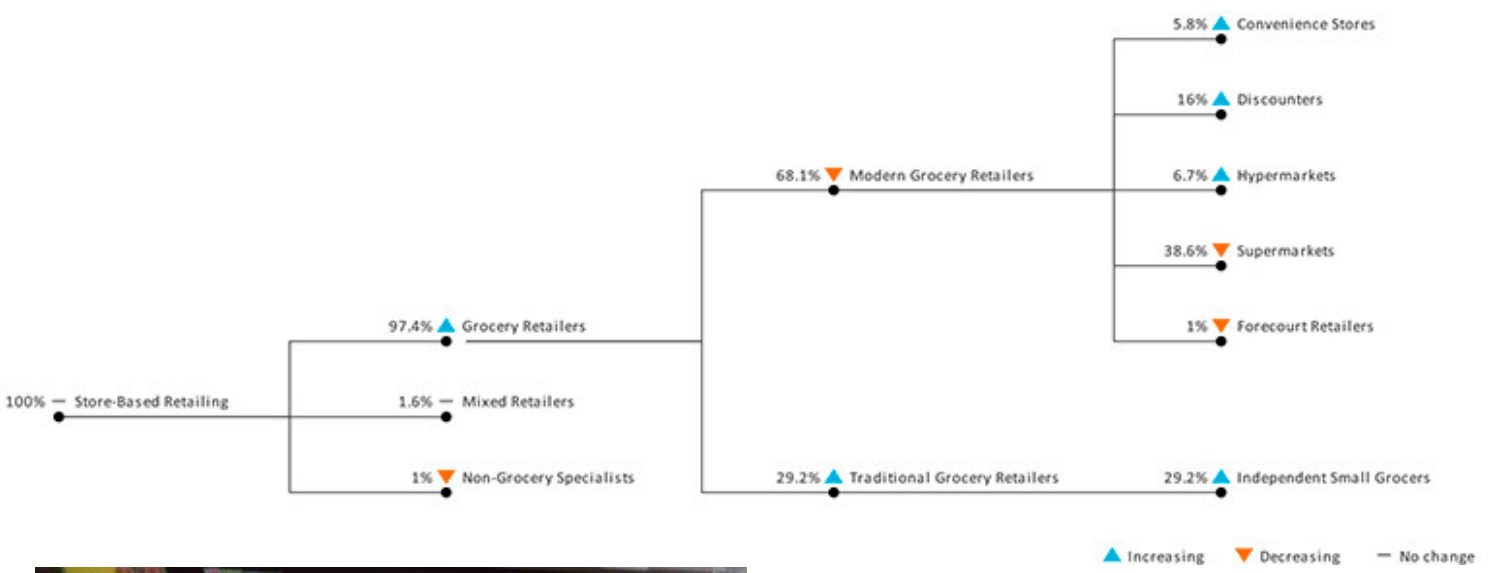
- Additional segmentation will be common among companies that plan to engage in additional innovation efforts which can result in the increased usage of locally grown fruits and vegetables.
- Due to consumers' demand for more convenient products more multipacks will be offered.
- Healthier products are likely to feature more as companies offer more natural and functional alternatives with products offering antioxidant claims which will target a wider base of consumers.

Distribution

Distribution

Channel Distribution for Juice

% Breakdown 2017 and Point Growth Trend - 2012-2017



Modern and Traditional Grocery account for 97% of all retail for this category. Grocery retail has grown in the period 2012-2017 and this is mostly due to growth modern which saw growth across on the subcategories. Within modern, supermarkets, is the main channel through which juice is retailed.



Pricing



Supermarket

Dos Pinos 100% Jugo de Manzana
Brick Liquid Cartons
1 Litre
1,115 CRC

Sunfrut 100% Jugo de Naranja
Brick Liquid Cartons
1 Litre
725 CRC

Supermarket

Discounter

Jumex Jugo Uva
Brick Liquid Cartons
1 Litre
765 CRC

Dos Pinos 100% Jugo de Manzana
Brick Liquid Cartons
250ml
495 CRC

Convenience Store

Reconstituted 100% Juice

**EXPORT
MARKET
RESEARCH**
at exporTT Limited

Not just facts and figures

About this factsheet

This product factsheet was developed by exporTT using information gathered from our market survey to Costa Rica which was held on 5th - 14th February 2018 as we all our subscription based Euromonitor International Database.

If you would like to take an in depth look at your company's products and competitors in this or any other market please feel free to contact: Dhanraj (dharrypersade@exportt.co.tt) or Vincent (vramlochan@exportt.co.tt).

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