



Wine in Costa Rica

July 2024

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Wine in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite higher unit prices, wine continues to perform well as demand remains robust
Recovery of tourism bolsters strong wine performance
Spanish and Chilean wines remain firm favourites

PROSPECTS AND OPPORTUNITIES

Healthy volume growth expected as new consumers become more knowledgeable about wine
Rising popularity of sweeter white and sparkling wine
Potential of e-commerce as the category expands

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Alcoholic Drinks in Costa Rica - Industry Overview

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Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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