

Butter and Spreads in Costa Rica

August 2024

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Butter and Spreads in Costa Rica - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plastic jar presentations becoming more common Cía Numar maintains significant lead, thanks to strong portfolio and widespread distribution Confusion still exists regarding health benefits of butter versus margarine

PROSPECTS AND OPPORTUNITIES

Margarine outperforms butter over forecast period Continuing innovation in butter and spreads Room for artisanal butter brands to gain value share

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DISCLAIMER

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