

# Prismar de Costa Rica SA in Retailing (Costa Rica)

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## Abstracts

Regional player Prismar de Costa Rica SA should maintain its competitive advantage within mixed retailers in Costa Rica over the forecast period, with it providing a good combination of popular grocery goods along with high-quality imported and exclusive non-grocery items. The strong brand position and high popularity of this operator amongst a wide base of mid and high-income local consumers is mostly based on its ability to provide very competitive unit prices on high rotation goods (often in...

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