

# Ready Meals in Costa Rica

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## Abstracts

As a result of the strict COVID-19 lockdown restrictions, the demand for ready meals in Costa Rica was boosted in the first half of 2020 as consumers spent more time at home and had a greater number of meals to prepare. Rising health consciousness also encouraged consumers to seek out healthier and more affordable meals, such as prepared salads. However, by May, demand for ready meal products fell again, as most families realised that they could save money and eat better by buying fresh foods an...

Euromonitor International's Ready Meals in Costa Rica report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Ready Meals market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Demand for ready meal products increases in first half of 2020 due to lockdown restrictions, though low disposable incomes limits growth

Leaders Roma Prince and Centro Internacional de Inversiones dominate ready meals sales in 2020

Wal-Mart's Great Value private label line performs well in 2020 in frozen ready meals

#### RECOVERY AND OPPORTUNITIES

Healthy ready meal products should see rising demand over the forecast period

Social media will become increasingly important for attracting consumers in coming years

Innovation will tend to be targeted at higher-end consumers

#### CATEGORY DATA

Table 1 Sales of Ready Meals by Category: Volume 2015-2020

Table 2 Sales of Ready Meals by Category: Value 2015-2020

Table 3 Sales of Ready Meals by Category: % Volume Growth 2015-2020

Table 4 Sales of Ready Meals by Category: % Value Growth 2015-2020

Table 5 NBO Company Shares of Ready Meals: % Value 2016-2020

Table 6 LBN Brand Shares of Ready Meals: % Value 2017-2020

Table 7 Distribution of Ready Meals by Format: % Value 2015-2020

Table 8 Forecast Sales of Ready Meals by Category: Volume 2020-2025

Table 9 Forecast Sales of Ready Meals by Category: Value 2020-2025

Table 10 Forecast Sales of Ready Meals by Category: % Volume Growth 2020-2025

Table 11 Forecast Sales of Ready Meals by Category: % Value Growth 2020-2025

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