

ARTEMIS · WORKSTREAM 04

Functionals

MEXICO AND COSTA RICA

Of the six workstreams, the only one whose N10 the deck flags as “preliminary estimates subject to change pending further analysis”. This is that analysis.



Eleven categories already sell function. Coffee, not yet

Every category with a functional offer, in both countries: what it is worth and which function it carries.

CATEGORY · KEY FUNCTION	 MEXICO USD MILLION	 COSTA RICA USD MILLION	
Yogurt digestive · probiotic	3,721	130.6	ADDS
Baby food fortified by law	2,961	46.9	ADDS
Bottled water pure hydration	2,845	201.1	NONE
Infant formula fortified	2,665	15.5	ADDS
Sports drinks electrolytes · Electrolit, Suerox, Gatorade	2,147	79.0	ADDS
Breakfast cereal vitamins and iron	1,303	101.9	ADDS
Sugar-free soda reduced sugar	1,045	50.8	REMOVES
Energy drinks caffeine · taurine · Vive 100, Red Bull, Raptor	1,041	115.6	ADDS
Ready-to-drink tea antioxidant · sugar-free	475	159.8	ADDS
Ready-to-drink coffee none today · Me Latte leads in CR	62	6.1	EMPTY
Protein bars protein · energy	29	3.7	ADDS
THOSE THAT DO ADD	13,867	493	ADDS function added · REMOVES something removed · NONE nothing · EMPTY no function

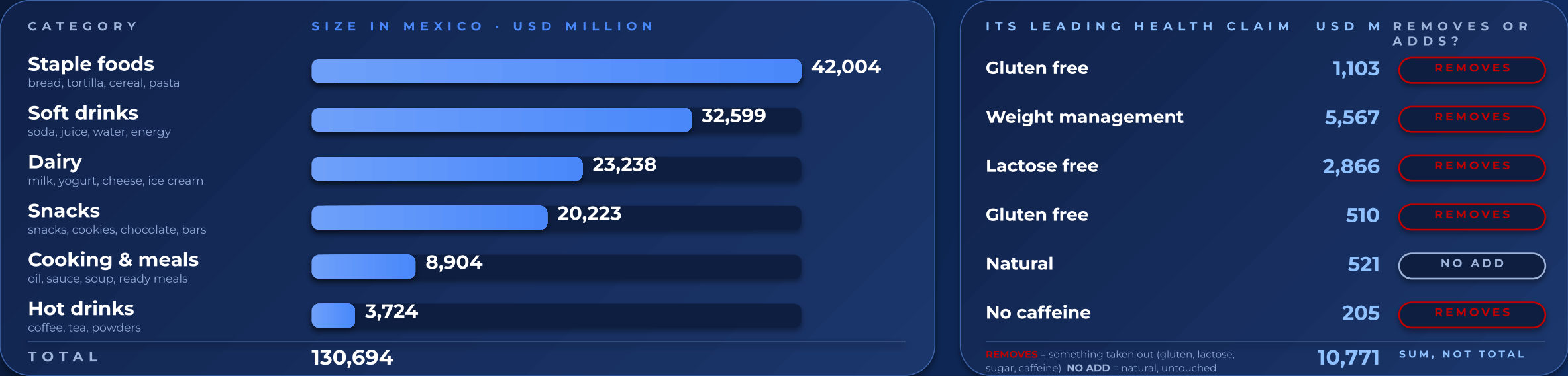


IMPLICATION
FOR BIA

USD 13,867 M in Mexico and 493 M in Costa Rica already add function. RTD coffee does not.

Health sells by removing. Adding is the small part

Each category's market size, its leading health claim, and the share that is truly functional.



IMPLICATION FOR BIA

A functional coffee adds. That runs against the best-selling claim in all six categories.

Outside coffee they do know how to add

The five best sellers. Below, who already sells each function — and outside coffee they are different: here muscle, hydration and age rule.

 41,903 reviews Creatina Birdman		 64,738 reviews ON Gold Standard		 13 g protein + HMB Ensure Advance		 25 g per serving Dos Pinos Deportista		 \$13,000 200 g Creatina Advance		
BRAND		WHERE IT SELLS		 MUSCLE	 HYDRAT.	 DIGEST.	 BEAUTY	 + AGE	 REMOVES	• the brand already sells a product with that function
SPORTS POWDERS										
Birdman 		Amazon · Costco · Fahorro		•			•			4 of the top 8 on Amazon MX
Powerlab · Perform · Pura Prote 		own store · Auto Mercado		•	•		•			the three native Costa Rican brands
Optimum · Dymatize · MuscleTech		Auto Mercado · Goodlife		•			•			nearly the full global portfolio is in CR
DAIRY										
Dos Pinos 		Walmart CR · Auto Mercado		•		•			•	3 of 6 · and since 2024 leads Costa Rican RTD coffee
Yakult · Danone · Activia 		supermarkets · Yakult Ladies				•				Yakult: 3.99 M bottles a day · all three in CR: zero
BEVERAGES										
Electrolit 		pharmacy · supermarkets · CR			•					87% of oral rehydration · sold as a medicine, not a food
Gatorade · Powerade · Suerox		supermarkets in both countries			•				•	hydration is an imported-brand game
Kombucha Culture  · Bonsaly 		Walmart CR · Chedraui				•				12 SKUs in CR · in Mexico, just one
Tropical · Cristal (FIFCO) 		supermarkets							•	its “healthy” move is tea and water
MEDICAL NUTRITION										
Ensure · Glucerna · PediaSure		every pharmacy and supermarket		•				•		13 g of protein and 1.5 g of HMB · Nestlé is nowhere
Herbalife		direct selling		•					•	the most expensive meal replacement in CR
THE GAP										
Protein bars · risk-reduction claims		supermarkets								9 SKUs in the whole country · of the 14 health claims the Central American standard (RTCA) allows, zero in use



IMPLICATION
FOR BIA

In Costa Rica, the closest to owning function is a dairy, not a coffee company.

Functional coffee does not exist yet

Three nested sizes: TAM = all coffee · SAM = the share that already talks health · SOM = truly functional coffee. In dollars, by country.



... READ AGAINST THE ARTEMIS RULES ...





IMPLICATION FOR BIA

The edge is not being first, but having the asset built — **and BIA already has it: Bulletproof.**

Only one coffee house dared

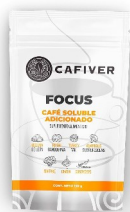
Five players, five different channels — and only one reaches the coffee aisle.



+20%

Garat · Sabormex

Premium over its own regular coffee — the only functional one on the shelf



3 of 6

Cafiver

Functions it already formulates — collagen, ganoderma, probiotics— and none reaches the shelf



0 on shelves

ORGANO · DXN

Decades selling ganoderma coffee, all through affiliate networks



25 g

Dos Pinos

Of protein per serving. And since 2024 leads Costa Rican RTD coffee with Me Latte — without crossing the two



2024

Bulletproof

Year it joined BIA · already sells creatine coffee in the US

... WHAT THE SHELF REVEALS ...



FINDING 1

It came in through beauty

The only coffee house playing did it with collagen, not mushrooms.



FINDING 2

Pharmacy first

Mushroom coffee reached Farmacias del Ahorro before the supermarket.



FINDING 3

The dairy is already in the cup

Dos Pinos formulates protein and since 2024 leads Costa Rica's RTD coffee. What it has not done is cross the two.



IMPLICATION FOR BIA

The category's founding brand is already in-house: Bulletproof, BIA's since 2024.

Six functions in coffee. One reached the shelf

49 coffee products censused in Mexico and Costa Rica, crossed by brand, channel and function.

MEXICO				COSTA RICA			
TAM USD 3,062 M		SAM USD 580 M		TAM USD 345 M		SAM USD 20–90 M	
all coffee		with a health claim		all coffee		midpoint USD 52 M	
SOM USD 110 M		fortified · +18%/yr		SOM USD 0		0 of 219 SKUs	

BRAND	WHERE IT SELLS	BEAUTY	FOCUS	KETO	MUSCLE	DIGEST.	IMMUNE	
• the brand already sells a product with that function								
ON THE PHYSICAL SHELF								
Garat (Sabormex)	Chedraui · Costco · Soriana	●						the only one in supermarkets
Beyond Vitamins	Farmacias del Ahorro · Amazon		●					came in via pharmacy
Starbucks México	its own coffee shops				●			protein latte, not packaged
E-COMMERCE ONLY								
Earth Co	own store · Amazon	●	●	●	●	●		6 of 6 — and all sold out
Cafiver (70 years)	only its e-commerce	●				●	●	the traditional roaster
UNRULED · cafécoffee	own store · Amazon		●	●				all 3 flavors sold out
BPN PRO / Balanfood	own store · Amazon		●				●	café de olla
Khaley · DOSE OF	own store		●					812 and 572 reviews · the most traction
Cafelágeno	own store · Amazon	●						
Vidaflora · Suntup · Hydrashot	DTC and marketplace		●					three brands, one single claim
Four Sigmatic (imported)	Amazon		●					interest -79% from its peak
DIRECT SELLING · MLM								
Organo Gold · Gano Excel · DXN	affiliate network						●	the historic channel, no public price
It Works!	affiliate network			●				keto coffee
COSTA RICA								
No Costa Rican coffee brand	—							zero in formal channels, verified brand by brand
Gano Excel · Omnilife	direct selling						●	the only thing that exists, and it is not shelf coffee
Dos Pinos	Walmart CR · Auto Mercado				●			dairy with 13 protein SKUs · and since 2024 leads Costa Rican RTD coffee



IMPLICATION
FOR BIA

Of six functions, only collagen reached the shelf.