

## **Soft Drinks in Dominican Republic**

Market Direction | 2023-11-23 | 74 pages | Euromonitor

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### **Report description:**

Soft drinks has continued to see healthy growth in retail volume and current value terms in 2023. Sales have been supported by consumers returning to their old consumption habits now that the pandemic is over. Although sales have seen steady growth in retail volume terms, growth has been stronger in value terms with this being due to the significant price increase that have impacted most soft drinks. This is due to rising manufacturing costs and the elevated inflation that has continued to affec...

Euromonitor International's Soft Drinks in Dominican Republic report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft Drinks 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.

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Carbonates continues to see healthy growth as consumers return to their old routines and tourist numbers recover

Non-cola carbonates continues to benefit from a wider assortment of flavours compared to cola carbonates

Reduced sugar carbonates struggling to find a large audience in the Dominican Republic

#### PROSPECTS AND OPPORTUNITIES

Carbonates set for further growth over the forecast period with demand backed by a return to pre-pandemic purchasing behaviour and an increase in tourism

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#### CATEGORY DATA

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Vive100 maintains its dominance thanks to its competitive prices and wide range of options

911 remains a key player but brand extension fails to find an audience

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### CATEGORY DATA

Concentrates Conversions

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Arizona leads but it has been unable to fill Lipton's shoes due to its high prices

Imported brands dominate RTD tea with various flavours and options

#### PROSPECTS AND OPPORTUNITIES

RTD tea likely to remain a niche category with high prices a key obstacle to growth

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