

## **Sports Drinks in Dominican Republic**

Market Direction | 2023-11-23 | 26 pages | Euromonitor

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### **Report description:**

Sports drinks has seen strong growth in retail volume terms in 2023, which has been in large part due to the outstanding performance of the Generade brand from Industrias San Miguel del Caribe SA. The brand has energised the category thanks to its competitive price, compared to the other brands in the market, and its popular flavours, which include grape, orange and tropical fruits. The brand has also benefited from its strong presence in small local grocers which is a channel in which Industria...

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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.

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.

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Generade seeing extraordinary growth thanks to competitive prices and popular flavours

Price competition ramps up as players look to fend off Generade

Gatorade retains its dominant position despite mounting competition

#### PROSPECTS AND OPPORTUNITIES

Sports drinks expected to benefit from increasing competition within the category

Social media platforms expected to play a key role in building brand engagement and driving product awareness

Players may need to focus on repositioning their products to target a wider audience

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