

Energy Drinks in Dominican Republic

Market Direction | 2023-11-23 | 27 pages | Euromonitor

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Report description:

Energy drinks has continued to see strong growth in retail volume terms in 2023 with consumers returning to their pre-pandemic purchasing behaviour. Meanwhile, energy drinks has also seen dynamic double-digit growth in current value terms in 2023, with this being fuelled by significant price hikes, which are linked to elevated inflation and rising production costs.

Euromonitor International's Energy 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 Energy Drinks, Regular Energy 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 Energy 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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ENERGY DRINKS IN DOMINICAN REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy Drinks category has continued to grow thanks to important dynamism from main players

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

PROSPECTS AND OPPORTUNITIES

Energy drinks should benefit from strong competition and an expanding distribution reach

Energy drinks cans have lower presence than PET bottles, but could become more dynamic due to greater category penetration and dynamism of transnational brands

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