



Euromonitor
International

Tea in Dominican Republic

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Perceived health benefits of tea support growth in 2025

INDUSTRY PERFORMANCE

Rising interest in tea due to its association with well-being

Fruit/herbal tea's growth driven by increased awareness of their functional benefits

WHAT'S NEXT?

Significant growth potential, but high dependence on imports threatens development

Functionality is expected to remain the main driver of tea purchases

Rising importance of sustainability

COMPETITIVE LANDSCAPE

Highly fragmented category, with a strong reliance on imported brands and low brand loyalty

Loyd offers an innovative design and competitive prices

CHANNELS

Tea distribution is highly concentrated in modern retail chains

Supermarkets offer wide variety of brands, including private label

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EXECUTIVE SUMMARY

Coffee remains resilient despite price increases

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Instant coffee continues to gain traction thanks to its convenience

Opportunities for premiumisation in tea

Sustainability and product origin are increasingly important

WHAT'S NEXT?

Coffee evolving and becoming more appealing with products delivering enhanced sensory and flavour experiences

Push to expand specialty coffee production and strengthen international positioning

Room for growth in tea

Increasing preference for convenient RTD drinks impacts flavoured powdered beverages

E-commerce expansion driven by more tech-savvy consumers

COMPETITIVE LANDSCAPE

Industrias Banilejas CxA leads with its popular coffee brands

Highly fragmented tea market

CHANNELS

Small local grocers lead with an extensive geographic coverage

Colmados appeal to lower-income consumers with smaller, lower-cost packages, and buying on credit

Supermarkets and hypermarkets offer a wide product variety and quality private label

Foodservice vs retail split

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