



Alcoholic Drinks in Dominican Republic

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Economic Pressures Impact Sales as Rtds Outperform a Declining Alcoholic Drinks Market

Polarisation Drives Growth at Both Value and Premium Ends of Alcoholic Drinks

Corona Cero and Heineken 0.0 Help Mindful Drinking Become Mainstream

Chart 1 - Non-Alcoholic Beers and Spirits with Lower Alcohol Content Are Gaining Popularity

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Steady Growth Ahead as Value, Moderation, and Rtds Shape the Future of Alcoholic Drinks

Health-Focused Consumers Are Set to Boost Non-Alcoholic Innovation and Flavour Variety

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Market Is Concentrated as Cervecería Nacional Dominicana Retains Its Dominance

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Colmados Retain Dominance Despite Growing Pressure From Modern Retail Channels

Limited Retail E-Commerce Sales Underscore Offline Dominance in Drinks

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 8 - Economic Context for Alcoholic Drinks

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Alcoholic Drinks

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beer in Dominican Republic

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Cervecería Nacional Dominicana Drives Returnable Bottle Adoption to Offset Falling Consumption

Corona Cero and Heineken 0.0 Capture Consumers as Non-Alcoholic Beer Surges

Chart 15 - Health Trends Lead to String Growth for Non/Low Alcohol Beer

La Cacata Leverages Cans and Design to Build Brand Loyalty in a Challenging Environment

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Major Brewers Are Expected to Invest in Non-Alcoholic Options as Demand Grows

Craft Brewers Are Set to Expand into New Channels to Attract Premium Buyers

Lower Prices and Promotions Will Drive Renewed Interest among Value Seekers

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cervecería Nacional Dominicana Maintains Dominance as Value Strategies Offset Contraction

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Colmados Adapt to Changing Consumer Demand for Promotions

Retail E-Commerce Fails to Gain Traction as In-Person Shopping Prevails

ECONOMIC CONTEXT

Chart 22 - Economic Context for Beer

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Beer

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Cider/Perry in Dominican Republic

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 28 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

Import Reliance Drives a Continued Decline in Cider/Perry Consumption

Holiday-Focused Consumption Limits Year-Round Appeal and Innovation

Chart 29 - Cider/Perry Offers a Lower Alcohol Content Than Other Products Alcoholic Drink Categories

Chart 30 - Volume Sales 2020-2030

Chart 31 - Volume Sales by Category 2025

WHAT'S NEXT?

Limited Growth Potential for Cider/Perry Is Driven by Seasonality, Imports and Gradual Diversification

Chart 32 - Forecast Volume Sales 2020-2030

Chart 33 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Manuel González Cuesta Sustains Its Lead, However, Brand Loyalty Remains Minimal

Chart 34 - Company Shares 2025

Chart 35 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Post-Holiday Discount Sales

Retail E-Commerce Remains Absent as Offline Channels Dominate Sales

ECONOMIC CONTEXT

Chart 36 - Economic Context for Cider/Perry

Chart 37 - Real Gdp Growth 2020-2030

Chart 38 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 39 - Consumer Context for Cider/Perry

Chart 40 - Population 2020-2030

Chart 41 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rtds in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

KEY INDUSTRY TRENDS

Chart 42 - Key Industry Trends for Rtds

INDUSTRY PERFORMANCE

Rapid Growth and Innovation Drive Rtd Expansion among Younger Consumers of Legal Drinking Age

Spirit-Based Rtds Lead Growth through Innovation, Storytelling and Experiential Marketing

Storytelling and Flavour Innovation Are Driving Premiumisation and Experimentation in Rtds

Chart 43 - Flavour Innovation Supports Growth through Cocktail-Inspired, Fruit and Dessert-Style Offerings

Chart 44 - Volume Sales 2020-2030

Chart 45 - Volume Sales by Category 2025

WHAT'S NEXT?

New Flavour Launches Are Set to Attract Younger Consumers of Legal Drinking Age and Boost Volume Growth
Spirit-Based Launches Will Drive Sales While Wine-Based Options Gain Momentum
Social Media Campaigns and Flavour Sophistication Will Shape Future Demand
Chart 46 - Forecast Volume Sales 2020-2030
Chart 47 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration and Brand Dominance Reinforces the Leading Position of Diageo Dominicana Sa
Chart 48 - Company Shares 2025
Chart 49 - Brand Shares 2025

CHANNELS

Colmados Retain Dominance as Supermarkets Expand Rtds Selection
Retail E-Commerce Remains Marginal as Shoppers Favour Local Stores

ECONOMIC CONTEXT

Chart 50 - Economic Context for Rtds
Chart 51 - Real Gdp Growth 2020-2030
Chart 52 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 53 - Consumer Context for Rtds
Chart 54 - Population 2020-2030
Chart 55 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Spirits in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 56 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Market Polarization Drives Premium Rum Growth While Value Whiskies Gain Traction
Heritage-Driven Rum Retains Its Lead While Innovation Leads to Growing Demand for Tequila (And Mezcal)
Smirnoff House and Experiential Launches Foster Brand Loyalty through Immersive Experiences
Chart 57 - Volume Sales 2020-2030
Chart 58 - Volume Sales by Category 2025
Chart 59 - Dark Rum Is Becoming More Premium, While in Budget Whiskies Gain Ground

WHAT'S NEXT?

Continued Market Polarization Is Set to Support Premiumisation in Spirits
Flavour Innovation and Cocktail Culture Will Fuel Growth in Tequila, Gin and White Spirits
Chart 60 - Forecast Volume Sales 2020-2030
Chart 61 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Declining Concentration Reshapes Competition in the Spirits Market
Chart 62 - Company Shares 2025
Chart 63 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Spirits Distribution through Convenience, Affordability and Evolving Hybrid Formats
Limited but Growing Role of Retail E-Commerce in Spirits, Constrained by Strong Offline Retail

ECONOMIC CONTEXT

Chart 64 - Economic Context for Spirits

Chart 65 - Real Gdp Growth 2020-2030

Chart 66 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 67 - Consumer Context for Spirits

Chart 68 - Population 2020-2030

Chart 69 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 70 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Dominican Wine Enthusiasts Drive Value through Storytelling and Premium Choices

Chart 71 - Tasting Events Support the Premiumisation of Wine

Still Light Grape Wine Captures Lifestyle-Driven Demand for Sophistication

Chart 72 - Volume Sales 2020-2030

Chart 73 - Volume Sales by Category 2025

WHAT'S NEXT?

Sustained Growth and Premiumisation Is Set to Be Driven by Rising Incomes and Experiential Retail

Diversification of Wine Consumption Will Be Driven by Lighter Styles, Wellness Trends, and Premium Alternatives

Consumer Education, Experiential Retail and Wellness Will Support Premiumisation

Chart 74 - Forecast Volume Sales 2020-2030

Chart 75 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration and Distributor Dominance Shapes Wine Access and Growth Opportunities

Chart 76 - Company Shares 2025

Chart 77 - Brand Shares 2025

CHANNELS

Food/Drink/Tobacco Specialists Anchor Demand through Expertise and Innovation

Retail E-Commerce Remains Niche as In-Store Experiences Drive Wine Discovery

ECONOMIC CONTEXT

Chart 78 - Economic Context for Wine

Chart 79 - Real Gdp Growth 2020-2030

Chart 80 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 81 - Consumer Context for Wine

Chart 82 - Population 2020-2030

Chart 83 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-dominican-republic/report.