



# Soft Drinks in Dominican Republic

December 2025

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## EXECUTIVE SUMMARY

Volume sales of soft drinks continue to perform well in 2025

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Many consumers continue to prioritise indulgence over health considerations

Rising demand for soft drinks offering targeted functional benefits

Energy-boosting properties increasingly desired

### WHAT'S NEXT?

Steady growth anticipated over the forecast years

Rising demand for rapid rehydration and functional properties

Younger consumers increasingly value environmental responsibility

Traditional "colmados" will remain a key channel due to their significant cultural importance

### COMPETITIVE LANDSCAPE

Industrias San Miguel del Caribe leads, offering competitive prices and products that appeal to local taste preferences

Coca-Cola's distinctive flavour profile resonates with consumers

Refrescos Nacionales performs strongly

### CHANNELS

Small local grocers, "colmados", lead with their widespread presence throughout the country

Supermarkets benefit from new stores, and private label development

Steady growth of e-commerce

Foodservice vs retail split

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[Bottled Water in Dominican Republic](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising demand as bottled water is seen as essential in many homes

#### INDUSTRY PERFORMANCE

Bottled water is a priority for Dominicans amid tap water quality concerns

Sparkling flavoured waters appeal as lower-calorie alternatives to carbonates

#### WHAT'S NEXT?

Drinking water deficiencies and more extreme weather conditions to drive demand

Private label to gain ground with value offerings and expanding geographic coverage

Anticipated expansion of functional waters

#### COMPETITIVE LANDSCAPE

Agua Planeta Azul leads a fragmented market

Industrias San Miguel del Caribe gains ground, strengthening its presence in colmados

#### CHANNELS

Small local grocers lead, playing a key role in supplying low-cost water brands

Improved infrastructure and competitive pricing drives growth of convenience stores and discounters

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[Carbonates in Dominican Republic](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Steady growth supported by strong consumption habits

### INDUSTRY PERFORMANCE

Dominicans' preference for sugary beverages, and hot and humid climate drive demand in 2025

Tonic water/mixers/other bitters frequently mixed with spirits during social gatherings

### WHAT'S NEXT?

Growing pressure from alternative beverages perceived as healthier

Superior functional health benefits: the next step for carbonates

Sustainability is widely embraced by the industry, but the price must be right for consumers

### COMPETITIVE LANDSCAPE

Industrias San Miguel del Caribe leads with its wide portfolio

Country Club strengthens its connection with younger consumers with a broad variety of flavours

### CHANNELS

Colmados remain the leading channel with deep-rooted cultural connotations

Steady expansion of the foodservice and hospitality channel

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#### [Concentrates in Dominican Republic](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Concentrates remains a key category for affordable soft drinks consumption

### INDUSTRY PERFORMANCE

Affordability continues to drive sales in 2025

Convenient and widely available powder concentrates lead

#### WHAT'S NEXT?

Concentrated products are less appealing to younger consumers

Powder drinks face the challenge of reinventing themselves

Anticipated emergence of products with organic and natural ingredients

#### COMPETITIVE LANDSCAPE

Quala Dominicana SA offers a wide range of fruity flavours at affordable prices

Mondelez International Inc balances affordability with nutritional value

#### CHANNELS

Powder concentrates are mainly distributed in colmados

Concentrates Conversions

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Juice in Dominican Republic

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Impact of competing drinks and climate change

#### INDUSTRY PERFORMANCE

Slowed growth amid pressure from lighter, more hydrating alternatives

Perceived health benefits drive growth of coconut and other plant waters

#### WHAT'S NEXT?

Juice to lose momentum as consumers shift toward lower-calorie and more hydrating drinks

Premium brands are finding their niche with more specific health claims

Shifts in generational patterns create opportunities to expand juice consumption occasions

#### COMPETITIVE LANDSCAPE

Pasteurizadora Rica maintains its lead thanks to its longstanding presence and robust distribution network

Del Valle strengthens its position in nectars with a broad distribution coverage

## CHANNELS

Colmados benefit from their widespread presence

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### [RTD Tea in Dominican Republic](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

RTD tea remains a small, declining category with limited availability

## INDUSTRY PERFORMANCE

RTD tea struggles to gain traction in the Dominican Republic

## WHAT'S NEXT?

Affordable powder tea limits the development of RTD options

RTD sparkling tea has the potential to appeal to Dominicans

RTDs with functional benefits expected to enter the market

## COMPETITIVE LANDSCAPE

Frequent stock shortages and intermittent availability of brands weaken customer loyalty

Hatsu positions itself as a wellness-oriented option

## CHANNELS

Distribution of RTD tea brands remains limited and inconsistent

Supermarket chains offer special online discounts and promotions

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#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Active lifestyles fuel growth in 2025

#### INDUSTRY PERFORMANCE

Consumption of energy drinks continues to expand

Preventive health lifestyles drive growth of reduced sugar energy drinks

#### WHAT'S NEXT?

Strong growth potential as consumers adopt more active lifestyles

Energy drinks evolving with sports nutrition ingredients

More natural formulations are expected to gain momentum

#### COMPETITIVE LANDSCAPE

Vive 100 maintains its strong market leadership by offering products in different sizes to cater to various income levels

Dynamic Monster expands its reach in 2025

#### CHANNELS

Small local grocers play a key role due to their extensive reach

Supermarket chains continue to expand and offer competitive pricing

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### Sports Drinks in Dominican Republic

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Strong growth with broadening array of options

#### INDUSTRY PERFORMANCE

Active lifestyles and rising temperatures drive demand for sports drinks

Expansion of sugar-free sports drinks

## WHAT'S NEXT?

Growing multifunctionality positioning drives demand for sports drinks

Plant-based sports drinks yet to be introduced

Sports drinks are evolving toward a broader functional positioning

## COMPETITIVE LANDSCAPE

PepsiCo Inc continues to dominate with its Gatorade and Gatorlyte brands

Suerox strengthens its position with formulation-focused claims

## CHANNELS

Broad availability and accessible pricing in small local grocers help democratise sports drinks' consumption

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