



Euromonitor
International

RTD Tea in Dominican Republic

December 2025

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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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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

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