



Concentrates in Dominican Republic

December 2025

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Concentrates in Dominican Republic - Category analysis

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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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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