



# Energy Drinks in Dominican Republic

December 2025

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## Energy Drinks in Dominican Republic - Category analysis

### 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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## Soft Drinks in Dominican Republic - Industry Overview

### 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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