



Euromonitor
International

Sports Drinks in Dominican Republic

December 2025

Table of Contents

Sports Drinks in Dominican Republic - Category analysis

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

Supermarket chains benefit from a robust refrigeration infrastructure and economies of scale

CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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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

Steady growth of e-commerce

Foodservice vs retail split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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