



Euromonitor
International

Sweet Spreads in Dominican Republic

November 2025

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Sweet Spreads in Dominican Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Widening household penetration and more frequent use benefit sales

INDUSTRY PERFORMANCE

Improved economic climate drives sales

Honey benefits from its growing perception as healthy product

WHAT'S NEXT?

Sweet spreads to benefit from higher household penetration

Trend towards low-sugar, preservative-free options will drive growth

Lack of innovation will facilitate growth of private label

COMPETITIVE LANDSCAPE

Bon Agroindustrial retains its lead

Bon brand leads growth on back of competitive pricing strategy

CHANNELS

Modern grocery channels gain relevance, due to broader product variety

E-commerce emerges as strategic channel for sweet spreads

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Cooking Ingredients and Meals in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

Affordability, convenience and health are prime factors shaping sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability remains crucial amid continuing consumer price sensitivity

Convenience drives consumer choices

Health concerns increasingly shape consumer purchasing habits

WHAT'S NEXT?

Forecast static performance with affordability continuing to shape the market

Health to become key driver of growth

Distribution channels will evolve with growing digital integration

COMPETITIVE LANDSCAPE

Mercasid consolidates its leadership

Distribuidora Corripio CxA is fastest-growing player

Private labels continue to expand

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