



Bottled Water in Dominican Republic

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand as bottled water is seen as essential in many homes

INDUSTRY PERFORMANCE

Bottled water is a priority for Dominicans amid tap water quality concerns
Sparkling flavoured waters appeal as lower-calorie alternatives to carbonates

WHAT'S NEXT?

Drinking water deficiencies and more extreme weather conditions to drive demand
Private label to gain ground with value offerings and expanding geographic coverage
Anticipated expansion of functional waters

COMPETITIVE LANDSCAPE

Agua Planeta Azul leads a fragmented market
Industrias San Miguel del Caribe gains ground, strengthening its presence in colmados

CHANNELS

Small local grocers lead, playing a key role in supplying low-cost water brands
Improved infrastructure and competitive pricing drives growth of convenience stores and discounters

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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

Steady growth of e-commerce

Foodservice vs retail split

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