



Spirits in Dominican Republic

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volume sales in 2024
Brugal continues to lead, despite losing volume share
On-trade channels register higher volume decline

PROSPECTS AND OPPORTUNITIES

Muted volume growth over forecast period
Local leaders in rum focus on premium spece, particularly for export
Diageo continues to lead imported brands

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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DISCLAIMER

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