



# Concentrates in Dominican Republic

December 2025

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## Concentrates in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Concentrates remains a key category for affordable soft drinks consumption

#### INDUSTRY PERFORMANCE

Affordability continues to drive sales in 2025

Convenient and widely available powder concentrates lead

#### WHAT'S NEXT?

Concentrated products are less appealing to younger consumers

Powder drinks face the challenge of reinventing themselves

Anticipated emergence of products with organic and natural ingredients

#### COMPETITIVE LANDSCAPE

Quala Dominicana SA offers a wide range of fruity flavours at affordable prices

Mondelez International Inc balances affordability with nutritional value

#### CHANNELS

Powder concentrates are mainly distributed in colmados

Concentrates Conversions

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#### COUNTRY REPORTS DISCLAIMER

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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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