



Euromonitor
International

Juice in Dominican Republic

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of competing drinks and climate change

INDUSTRY PERFORMANCE

Slowed growth amid pressure from lighter, more hydrating alternatives

Perceived health benefits drive growth of coconut and other plant waters

WHAT'S NEXT?

Juice to lose momentum as consumers shift toward lower-calorie and more hydrating drinks

Premium brands are finding their niche with more specific health claims

Shifts in generational patterns create opportunities to expand juice consumption occasions

COMPETITIVE LANDSCAPE

Pasteurizadora Rica maintains its lead thanks to its longstanding presence and robust distribution network

Del Valle strengthens its position in nectars with a broad distribution coverage

CHANNELS

Colmados benefit from their widespread presence

Hotels and restaurants enjoy sustained growth driven by tourism

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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

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