



**Euromonitor
International**

Hot Drinks in Dominican Republic

December 2025

Table of Contents

EXECUTIVE SUMMARY

Coffee remains resilient despite price increases

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Instant coffee continues to gain traction thanks to its convenience

Opportunities for premiumisation in tea

Sustainability and product origin are increasingly important

WHAT'S NEXT?

Coffee evolving and becoming more appealing with products delivering enhanced sensory and flavour experiences

Push to expand specialty coffee production and strengthen international positioning

Room for growth in tea

Increasing preference for convenient RTD drinks impacts flavoured powdered beverages

E-commerce expansion driven by more tech-savvy consumers

COMPETITIVE LANDSCAPE

Industrias Banilejas CxA leads with its popular coffee brands

Highly fragmented tea market

CHANNELS

Small local grocers lead with an extensive geographic coverage

Colmados appeal to lower-income consumers with smaller, lower-cost packages, and buying on credit

Supermarkets and hypermarkets offer a wide product variety and quality private label

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

[Coffee in Dominican Republic](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Enduring cultural importance of coffee

INDUSTRY PERFORMANCE

Coffee remains resilient, despite price increases

Positive performance of all coffee formats

WHAT'S NEXT?

Instant coffee expansion, leveraging claims similar to those of specialty coffee brands

Extreme weather conditions create opportunities for iced coffee

Rising importance of sustainable practices and local origin

COMPETITIVE LANDSCAPE

Industrias Banilejas remains the undisputed leader

Imported brands dominate instant coffee

CHANNELS

Colmados lead, offering both leading and emerging brands

E-commerce gains ground with its selection of specialty coffees

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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[Tea in Dominican Republic](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Perceived health benefits of tea support growth in 2025

INDUSTRY PERFORMANCE

Rising interest in tea due to its association with well-being

Fruit/herbal tea's growth driven by increased awareness of their functional benefits

WHAT'S NEXT?

Significant growth potential, but high dependence on imports threatens development

Functionality is expected to remain the main driver of tea purchases

Rising importance of sustainability

COMPETITIVE LANDSCAPE

Highly fragmented category, with a strong reliance on imported brands and low brand loyalty

Loyd offers an innovative design and competitive prices

CHANNELS

Tea distribution is highly concentrated in modern retail chains

Supermarkets offer wide variety of brands, including private label

CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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[Other Hot Drinks in Dominican Republic](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Competition from ready-to-drink beverages limits volume growth

INDUSTRY PERFORMANCE

Value growth of flavoured powdered drinks driven by price increases rather than an expansion in demand

Rising cocoa prices fuel value growth of chocolate-based flavoured powder drinks

WHAT'S NEXT?

Declining birth rate and the rising popularity of RTD options impact demand

Product innovation to align with evolving consumer expectations for tailored wellness solutions

Plant-based hot drinks expected to gain traction

COMPETITIVE LANDSCAPE

Cortes Hnos' longstanding presence ensures its lead in 2025

Expanding products range drives growth of Munne & Co

CHANNELS

Small local grocers make products more accessible to lower-income consumers

Supermarkets boost sales with expanding private label ranges

CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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