



# 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

Foodservice vs retail split

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