



Energy Drinks in Dominican Republic

December 2025

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Energy Drinks in Dominican Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Active lifestyles fuel growth in 2025

INDUSTRY PERFORMANCE

Consumption of energy drinks continues to expand

Preventive health lifestyles drive growth of reduced sugar energy drinks

WHAT'S NEXT?

Strong growth potential as consumers adopt more active lifestyles

Energy drinks evolving with sports nutrition ingredients

More natural formulations are expected to gain momentum

COMPETITIVE LANDSCAPE

Vive 100 maintains its strong market leadership by offering products in different sizes to cater to various income levels

Dynamic Monster expands its reach in 2025

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Small local grocers play a key role due to their extensive reach

Supermarket chains continue to expand and offer competitive pricing

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Volume sales of soft drinks continue to perform well in 2025

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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

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Small local grocers, “colmados”, lead with their widespread presence throughout the country

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