

# **Drinking Milk Products in Dominican Republic**

September 2023

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# Drinking Milk Products in Dominican Republic - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Modest volume growth in 2023 Powder milk gains ground due to inflationary pressures Local player Rica continues to dominate

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In a mature product area, manufacturers compete with value-added claims Opportunity for growth of healthier options targeted at children Semi skimmed shelf stable milk poised for healthy sales growth

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