

Savoury Snacks in Dominican Republic

June 2023

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Savoury Snacks in Dominican Republic - Category analysis

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2023 DEVELOPMENTS

Return of normal lifestyles out of the home stimulates impulse buys Frito-Lay Dominicana leads savoury snacks Key focus on localised strategy for Frito-Lay

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Price inflation may restrict demand for healthier savoury snacks Tortillas chips face buoyant growth prospects E-commerce to gain retail share as industry players grow presence and offer fast delivery

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