

Tea in Dominican Republic

November 2023

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Tea in Dominican Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tea see growing demand in 2023 but from a low base Fruit/herbal tea benefits from medicinal image but also from the growing variety of options Green tea on the rise as demand for black tea falls

PROSPECTS AND OPPORTUNITIES

Tea set to benefit from the healthy image of green tea and fruit/herbal tea and an expected increase in tourism Private label could help encourage more people to take up tea drinking Loyd brand showing great promise with wide range of options

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