



Euromonitor
International

Soft Drinks in Dominican Republic

December 2025

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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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[Bottled Water in Dominican Republic](#)

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2025 DEVELOPMENTS

Rising demand as bottled water is seen as essential in many homes

INDUSTRY PERFORMANCE

Bottled water is a priority for Dominicans amid tap water quality concerns
Sparkling flavoured waters appeal as lower-calorie alternatives to carbonates

WHAT'S NEXT?

Drinking water deficiencies and more extreme weather conditions to drive demand
Private label to gain ground with value offerings and expanding geographic coverage
Anticipated expansion of functional waters

COMPETITIVE LANDSCAPE

Agua Planeta Azul leads a fragmented market
Industrias San Miguel del Caribe gains ground, strengthening its presence in colmados

CHANNELS

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[Carbonates in Dominican Republic](#)

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2025 DEVELOPMENTS

Steady growth supported by strong consumption habits

INDUSTRY PERFORMANCE

Dominicans' preference for sugary beverages, and hot and humid climate drive demand in 2025

Tonic water/mixers/other bitters frequently mixed with spirits during social gatherings

WHAT'S NEXT?

Growing pressure from alternative beverages perceived as healthier

Superior functional health benefits: the next step for carbonates

Sustainability is widely embraced by the industry, but the price must be right for consumers

COMPETITIVE LANDSCAPE

Industrias San Miguel del Caribe leads with its wide portfolio

Country Club strengthens its connection with younger consumers with a broad variety of flavours

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Concentrates remains a key category for affordable soft drinks consumption

INDUSTRY PERFORMANCE

Affordability continues to drive sales in 2025

Convenient and widely available powder concentrates lead

WHAT'S NEXT?

Concentrated products are less appealing to younger consumers

Powder drinks face the challenge of reinventing themselves

Anticipated emergence of products with organic and natural ingredients

COMPETITIVE LANDSCAPE

Quala Dominicana SA offers a wide range of fruity flavours at affordable prices

Mondelez International Inc balances affordability with nutritional value

CHANNELS

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INDUSTRY PERFORMANCE

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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

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[RTD Tea in Dominican Republic](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea remains a small, declining category with limited availability

INDUSTRY PERFORMANCE

RTD tea struggles to gain traction in the Dominican Republic

WHAT'S NEXT?

Affordable powder tea limits the development of RTD options

RTD sparkling tea has the potential to appeal to Dominicans

RTDs with functional benefits expected to enter the market

COMPETITIVE LANDSCAPE

Frequent stock shortages and intermittent availability of brands weaken customer loyalty

Hatsu positions itself as a wellness-oriented option

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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

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Sports Drinks in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth with broadening array of options

INDUSTRY PERFORMANCE

Active lifestyles and rising temperatures drive demand for sports drinks

Expansion of sugar-free sports drinks

WHAT'S NEXT?

Growing multifunctionality positioning drives demand for sports drinks

Plant-based sports drinks yet to be introduced

Sports drinks are evolving toward a broader functional positioning

COMPETITIVE LANDSCAPE

PepsiCo Inc continues to dominate with its Gatorade and Gatorlyte brands

Suerox strengthens its position with formulation-focused claims

CHANNELS

Broad availability and accessible pricing in small local grocers help democratise sports drinks' consumption

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