Euromonitor International

Juice in Dominican Republic

December 2025

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Juice in Dominican Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of competing drinks and climate change

INDUSTRY PERFORMANCE

Slowed growth amid pressure from lighter, more hydrating alternatives
Perceived health benefits drive growth of coconut and other plant waters

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

Pasteurizadora Rica maintains its lead thanks to its longstanding presence and robust distribution network
Del Valle strengthens its position in nectars with a broad distribution coverage

CHANNELS

Colmados benefit from their widespread presence
Hotels and restaurants enjoy sustained growth driven by tourism

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Soft Drinks in Dominican Republic - Industry Overview

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
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