



Euromonitor
International

Sports Drinks in Dominican Republic

December 2025

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Sports Drinks in Dominican Republic - Category analysis

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

Supermarket chains benefit from a robust refrigeration infrastructure and economies of scale

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EXECUTIVE SUMMARY

Volume sales of soft drinks continue to perform well in 2025

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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

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Small local grocers, “colmados”, lead with their widespread presence throughout the country

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