

Rtds in Dominican Republic

June 2023

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Rtds in Dominican Republic - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lower volume growth, though still healthy in 2022

Diageo continues to lead

Cervecería Nacional Dominicana looks to capitalise on global popularity of hard seltzers with the launch of Corona Tropical

PROSPECTS AND OPPORTUNITIES

Continued healthy growth over forecast period

Increasing awareness drives growth for hard seltzer

Continued focus on new product development

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Alcoholic Drinks in Dominican Republic - Industry Overview

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2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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Contraband/parallel trade

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DISCLAIMER

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