

# Juice in Dominican Republic

December 2022

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## Juice in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Juices feel the impact of inflation raising consumer's price sensitivity  
Consumers trade down to more affordable juice brands  
Frutop juice drink benefits from new flavour and B2C e-commerce service

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Private label to see strong growth prospects  
Healthier options will be increasingly in demand  
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