



# Coffee in Dominican Republic

November 2023

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## Coffee in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales continue to report dynamic growth as local coffee production increases

Industrias Banilejas continues outstanding leadership thanks to a broad portfolio of brands and varieties, and constant investments in infrastructure and productivity.

New Kora brand looking to make headway with quality local coffee at an affordable price

#### PROSPECTS AND OPPORTUNITIES

Coffee should continue to see healthy growth backed by improved local production and increased competition

Private label could find more opportunities by offering good value coffee

Fresh ground coffee pods set to benefit from new product development and the entry of more affordable local brands

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