



Euromonitor
International

Spirits in Dominican Republic

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fall in volume sales in 2024
- Brugal continues to lead, despite losing volume share
- On-trade channels register higher volume decline

PROSPECTS AND OPPORTUNITIES

- Muted volume growth over forecast period
- Local leaders in rum focus on premium spece, particularly for export
- Diageo continues to lead imported brands

CATEGORY BACKGROUND

- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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DISCLAIMER

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