



# Concentrates in Dominican Republic

November 2023

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## Concentrates in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales see healthy growth although juice offers stiff competition  
Competitive landscape sees little change with two players dominating  
Private label looking to make headway in concentrates

#### PROSPECTS AND OPPORTUNITIES

Moderate growth projected with lower pricing a key attraction  
Concentrates could suffer as a result of artificial image and the need to mix with bottled water  
Sugar-free concentrates suffering from unappealing taste

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