



# Juice in Dominican Republic

November 2023

Table of Contents

## Juice in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Juice drinks fuelling growth thanks to lower prices, pleasant taste and wide availability

Frutop thriving thanks to affordable prices and popular flavours

Private label gaining more relevance in juice with an expanding range of products, flavours and formats

#### PROSPECTS AND OPPORTUNITIES

Juice set for further growth thanks to healthy image and expanding range of options

Inflation expected to remain an influence on demand

Exclusion of nectars and juice with a high sugar content from the RD School Feeding Program could affect consumption

#### CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## Soft Drinks in Dominican Republic - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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