

Energy Drinks in Dominican Republic

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Energy Drinks in Dominican Republic - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuing health volume growth in 2024 Quala Dominicana's Vive100 brand continues to dominate Red Bull leading imported brand

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Modest performance over forecast period Recent launch of a flavoured sparkling bottle water with caffeine widens the competition On-trade consumption likely to remain minimal despite increase in tourism

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