



# Sports Drinks in Dominican Republic

November 2023

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## Sports Drinks in Dominican Republic - Category analysis

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#### 2023 DEVELOPMENTS

Generade seeing extraordinary growth thanks to competitive prices and popular flavours

Price competition ramps up as players look to fend off Generade

Gatorade retains its dominant position despite mounting competition

#### PROSPECTS AND OPPORTUNITIES

Sports drinks expected to benefit from increasing competition within the category

Social media platforms expected to play a key role in building brand engagement and driving product awareness

Players may need to focus on repositioning their products to target a wider audience

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