

# Grocery Retailers in Dominican Republic

April 2023

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## Grocery Retailers in Dominican Republic - Category analysis

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#### 2022 DEVELOPMENTS

Thursday price promotions attract shoppers to supermarkets as cost of living rises

Modern grocery retailers focus on private label ranges

Discounters perform well as price-led shopping behaviour evolves

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Retail innovations to elevate consumer experience

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Traditional retailers face growing competition from modern channel

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