

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
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