

Juice in Dominican Republic

November 2023

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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

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