

Sports Drinks in Dominican Republic

November 2023

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Sports Drinks in Dominican Republic - Category analysis

KEY DATA FINDINGS

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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