



# Energy Drinks in Dominican Republic

November 2023

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## Energy Drinks in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energy Drinks category has continued to grow thanks to important dynamism from main players

Vive100 maintains its dominance thanks to its competitive prices and wide range of options

911 remains a key player but brand extension fails to find an audience

#### PROSPECTS AND OPPORTUNITIES

Energy drinks should benefit from strong competition and an expanding distribution reach

Energy drinks cans have lower presence than PET bottles, but could become more dynamic due to greater category penetration and dynamism of transnational brands

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