

Alcoholic Drinks in Myanmar

Market Direction | 2022-07-25 | 46 pages | Euromonitor

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Report description:

In 2021, alcoholic drinks continues to be impacted by the COVID-19 pandemic, however the recovery has begun and off-trade consumption has slowly started to shift back to the on-trade. Likewise, the country is under political unrest due to the coup in 2020, which is naturally impacting all industries. However, strong recent investment in local beer brewing by global players Heineken and Carlsberg is a sign of the category's strong potential. However, many local people are teetotal, including many...

Euromonitor International's Alcoholic Drinks in Myanmar report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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