

Consumer Health in Myanmar

Market Direction | 2022-10-11 | 58 pages | Euromonitor

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Report description:

Solid sales growth was seen in consumer health in 2022 despite the impact of the February 2021 military coup on demand. Some categories such as weight management and wellbeing and sports nutrition recovered from the COVID-19 pandemic, while topical and paediatric medicines gained momentum across different categories as new launches were seen. Rising prices of imported products due to inflation, higher operational costs for local manufacturers and currency depreciation put pressure on demand.

Euromonitor International's Consumer Health 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. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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