

## Home Care in Myanmar

Market Direction | 2023-02-10 | 41 pages | Euromonitor

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### Report description:

2022 is characterised as a normalisation period as the COVID-19 pandemic comes to an end. Categories that benefited from the COVID-19 pandemic such as dishwashing is now seeing slowed sales as consumers spend less time in their homes. Meanwhile, categories that were negatively impacted such as air care are now benefiting from consumers returning to their offices. Furthermore, worldwide inflation is placing pressure on household incomes and forcing consumers to down trade and switch to bulk famil...

Euromonitor International's Home Care in Myanmar market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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 new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

### Why buy this report?

- \* Get a detailed picture of the Home Care 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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Home Care in Myanmar  
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List Of Contents And Tables

### **HOME CARE IN MYANMAR**

#### **EXECUTIVE SUMMARY**

Home care in 2022: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for home care?

#### **MARKET DATA**

Table 1 Sales of Home Care by Category: Value 2017-2022

Table 2 Sales of Home Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home Care: % Value 2018-2022

Table 4 LBN Brand Shares of Home Care: % Value 2019-2022

Table 5 Distribution of Home Care by Format: % Value 2017-2022

Table 6 Distribution of Home Care by Format and Category: % Value 2022

Table 7 Forecast Sales of Home Care by Category: Value 2022-2027

Table 8 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **LAUNDRY CARE**

2022 Developments

Prospects and Opportunities

Category Data

Table 9 Sales of Laundry Care by Category: Value 2017-2022

Table 10 □Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 11 □Sales of Laundry Aids by Category: Value 2017-2022

Table 12 □Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 13 □Sales of Laundry Detergents by Category: Value 2017-2022

Table 14 □Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 15 □NBO Company Shares of Laundry Care: % Value 2018-2022

Table 16 □LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 17 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 18 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

#### **DISHWASHING**

Table 19 □Sales of Dishwashing by Category: Value 2017-2022

Table 20 □Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 21 □NBO Company Shares of Dishwashing: % Value 2018-2022

Table 22 □LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 23 □Forecast Sales of Dishwashing by Category: Value 2022-2027

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Table 24 □Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027  
SURFACE CARE

Table 25 □Sales of Surface Care by Category: Value 2017-2022

Table 26 □Sales of Surface Care by Category: % Value Growth 2017-2022

Table 27 □NBO Company Shares of Surface Care: % Value 2018-2022

Table 28 □LBN Brand Shares of Surface Care: % Value 2019-2022

Table 29 □Forecast Sales of Surface Care by Category: Value 2022-2027

Table 30 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027  
BLEACH

Table 31 □Sales of Bleach: Value 2017-2022

Table 32 □Sales of Bleach: % Value Growth 2017-2022

Table 33 □NBO Company Shares of Bleach: % Value 2018-2022

Table 34 □LBN Brand Shares of Bleach: % Value 2019-2022

Table 35 □Forecast Sales of Bleach: Value 2022-2027

Table 36 □Forecast Sales of Bleach: % Value Growth 2022-2027  
TOILET CARE

Table 37 □Sales of Toilet Care by Category: Value 2017-2022

Table 38 □Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 39 □NBO Company Shares of Toilet Care: % Value 2018-2022

Table 40 □LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 41 □Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 42 □Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027  
POLISHES

Table 43 □Sales of Polishes by Category: Value 2017-2022

Table 44 □Sales of Polishes by Category: % Value Growth 2017-2022

Table 45 □NBO Company Shares of Polishes: % Value 2018-2022

Table 46 □LBN Brand Shares of Polishes: % Value 2019-2022

Table 47 □Forecast Sales of Polishes by Category: Value 2022-2027

Table 48 □Forecast Sales of Polishes by Category: % Value Growth 2022-2027  
AIR CARE

Table 49 □Sales of Air Care by Category: Value 2017-2022

Table 50 □Sales of Air Care by Category: % Value Growth 2017-2022

Table 51 □NBO Company Shares of Air Care: % Value 2018-2022

Table 52 □LBN Brand Shares of Air Care: % Value 2019-2022

Table 53 □Forecast Sales of Air Care by Category: Value 2022-2027

Table 54 □Forecast Sales of Air Care by Category: % Value Growth 2022-2027  
HOME INSECTICIDES

Table 55 □Sales of Home Insecticides by Category: Value 2017-2022

Table 56 □Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 57 □NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 58 □LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 59 □Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 60 □Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

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