

## **Snacks in Myanmar**

Market Direction | 2023-06-30 | 46 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1675.00
- Multiple User License (1 Site) €3350.00
- Multiple User License (Global) €5025.00

### **Report description:**

In 2023, Myanmar's recovery from the COVID-19 pandemic and military coup faces new challenges due to global inflation. Soaring prices have led to decreased purchasing power, prompting a shift in snack consumption patterns. Consumers are downtrading to affordable brands and smaller packaging sizes, and some may reduce their purchases. Lower-income consumers are especially affected. Players in the industry must readjust strategies to remain competitive in the deteriorating economy.

Euromonitor International's Snacks in Myanmar report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Snacks 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Snacks in Myanmar  
Euromonitor International  
July 2023

### List Of Contents And Tables

#### SNACKS IN MYANMAR

##### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for snacks?

CHART 1 Snacks: Convenience Store

CHART 2 Snacks: Hypermarket

CHART 3 Snacks: Traditional Retailer

CHART 4 Snacks: Traditional Retailer

#### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Distribution of Snacks by Format: % Value 2018-2023

Table 8 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 9 Forecast Sales of Snacks by Category: Value 2023-2028

Table 10 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### CONFECTIONERY

2023 Developments

Prospects and Opportunities

#### Category Data

Table 12 □Sales of Confectionery by Category: Volume 2018-2023

Table 13 □Sales of Confectionery by Category: Value 2018-2023

Table 14 □Sales of Confectionery by Category: % Volume Growth 2018-2023

Table 15 □Sales of Confectionery by Category: % Value Growth 2018-2023

Table 16 □NBO Company Shares of Confectionery: % Value 2019-2023

Table 17 □LBN Brand Shares of Confectionery: % Value 2020-2023

Table 18 □Forecast Sales of Confectionery by Category: Volume 2023-2028

Table 19 □Forecast Sales of Confectionery by Category: Value 2023-2028

Table 20 □Forecast Sales of Confectionery by Category: % Volume Growth 2023-2028

Table 21 □Forecast Sales of Confectionery by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

Table 22 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 23 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 24 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 25 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 26 □NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 27 □LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 28 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 29 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 30 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 31 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## ICE CREAM

Table 32 □Sales of Ice Cream by Category: Volume 2018-2023

Table 33 □Sales of Ice Cream by Category: Value 2018-2023

Table 34 □Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 35 □Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 36 □NBO Company Shares of Ice Cream: % Value 2019-2023

Table 37 □LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 38 □Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 39 □Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 40 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 41 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

## SAVOURY SNACKS

Table 42 □Sales of Savoury Snacks by Category: Volume 2018-2023

Table 43 □Sales of Savoury Snacks by Category: Value 2018-2023

Table 44 □Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 45 □Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 46 □NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 47 □LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 48 □Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 49 □Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 50 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 51 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Snacks in Myanmar

Market Direction | 2023-06-30 | 46 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1675.00
	Multiple User License (1 Site)	€3350.00
	Multiple User License (Global)	€5025.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-24
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com