

Consumer Health in Myanmar

Market Direction | 2023-10-03 | 62 pages | Euromonitor

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Report description:

Consumers are increasingly adopting a preventative approach to maintaining good health, which continues to drive interest in vitamins and dietary supplements in 2023. Established brands continue to dominate sales as brand loyalty is relatively high for categories like analgesics and digestive remedies, although opportunities are still present in emerging categories like paediatric consumer health. On the downside, economic pressures and price rises remain a threat to growth.

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

Table of Contents:

Consumer Health in Myanmar

Euromonitor International

October 2023

List Of Contents And Tables

CONSUMER HEALTH IN MYANMAR

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

OTC registration and classification

Vitamins and dietary supplements registration and classification

What next for consumer health?

CHART 1 Consumer Health: Pharmacy

CHART 2 Consumer Health: Pharmacy

CHART 3 Consumer Health: Pharmacy

CHART 4 Consumer Health: Pharmacy

MARKET DATA

Table 1 Sales of Consumer Health by Category: Value 2018-2023

Table 2 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 4 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 5 Distribution of Consumer Health by Format: % Value 2018-2023

Table 6 Distribution of Consumer Health by Format and Category: % Value 2023

Table 7 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 8 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

DISCLAIMER

ANALGESICS

2023 Developments

Prospects and Opportunities

Category Data

Table 9 Sales of Analgesics by Category: Value 2018-2023

Table 10 □Sales of Analgesics by Category: % Value Growth 2018-2023

Table 11 □NBO Company Shares of Analgesics: % Value 2019-2023

Table 12 □LBN Brand Shares of Analgesics: % Value 2020-2023

Table 13 □Forecast Sales of Analgesics by Category: Value 2023-2028

Table 14 □Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES

Table 15 □Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 16 □Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 17 □NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 18 □LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 19 □Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 20 □Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

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DIGESTIVE REMEDIES

Table 21 □Sales of Digestive Remedies by Category: Value 2018-2023

Table 22 □Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 23 □NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 24 □LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 25 □Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 26 □Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS

Table 27 □Sales of Dermatologicals by Category: Value 2018-2023

Table 28 □Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 29 □NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 30 □LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 31 □Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 32 □Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

WOUND CARE

Table 33 □Sales of Wound Care by Category: Value 2018-2023

Table 34 □Sales of Wound Care by Category: % Value Growth 2018-2023

Table 35 □NBO Company Shares of Wound Care: % Value 2019-2023

Table 36 □LBN Brand Shares of Wound Care: % Value 2020-2023

Table 37 □Forecast Sales of Wound Care by Category: Value 2023-2028

Table 38 □Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS AND DIETARY SUPPLEMENTS

Table 39 □Sales of Vitamins and Dietary Supplements by Category: Value 2018-2023

Table 40 □Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2018-2023

Table 41 □NBO Company Shares of Vitamins and Dietary Supplements: % Value 2019-2023

Table 42 □LBN Brand Shares of Vitamins and Dietary Supplements: % Value 2020-2023

Table 43 □Forecast Sales of Vitamins and Dietary Supplements by Category: Value 2023-2028

Table 44 □Forecast Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2023-2028

WEIGHT MANAGEMENT AND WELLBEING

Table 45 □Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 46 □Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 47 □Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 48 □Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

SPORTS NUTRITION

Table 49 □Sales of Sports Nutrition by Category: Value 2018-2023

Table 50 □Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 51 □Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 52 □Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

HERBAL/TRADITIONAL PRODUCTS

Table 53 □Sales of Herbal/Traditional Products: Value 2018-2023

Table 54 □Sales of Herbal/Traditional Products: % Value Growth 2018-2023

Table 55 □Forecast Sales of Herbal/Traditional Products: Value 2023-2028

Table 56 □Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

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