

## Hot Drinks in Myanmar

Market Direction | 2024-01-12 | 35 pages | Euromonitor

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### Report description:

Sales of hot drinks registered marginal growth in 2023. Coffee, the largest category, and other hot drinks recorded growth, while retail volume sales of tea declined. A developing coffee culture supported rising demand for fresh coffee, with tea constrained by a preference for unpackaged tea. Other hot drinks is popular among children, the main consumer base for these products. Inflation meant consumers were tempted by low-cost brand alternatives or bought smaller pack sizes.

Euromonitor International's Hot 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

### Why buy this report?

- \* Get a detailed picture of the Hot 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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