

Alcoholic Drinks in Myanmar

Market Direction | 2024-06-28 | 51 pages | Euromonitor

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Report description:

Alcoholic drinks in Myanmar has experienced a robust recovery in 2023 as the pandemic has finally come to an end. On-trade sales have rebounded significantly in urban centres, tourist destinations, and stable regions. The off-trade channel is also expanding, particularly through alcohol specialist retailers and convenience stores, which has further supported growth. However, inflation and currency depreciation are posing challenges and inhibiting consumption rates. Despite these economic hurdles...

Euromonitor International's Alcoholic 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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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Table of Contents:

Alcoholic Drinks in Myanmar
Euromonitor International
June 2024

List Of Contents And Tables

ALCOHOLIC DRINKS IN MYANMAR

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

Legislation

Taxation and duty levies

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

What next for alcoholic drinks?

CHART 1 Alcoholic Drinks: Alcoholic Drinks Specialist Retailer

CHART 2 Alcoholic Drinks: Alcoholic Drinks Specialist Retailer

CHART 3 Alcoholic Drinks: Alcoholic Drinks Specialist Retailer

CHART 4 Alcoholic Drinks: Alcoholic Drinks Specialist Retailer

MARKET DATA

Table 1 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 2 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 9 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 10 □Distribution of Alcoholic Drinks by Format: % Off-trade Volume 2018-2023

Table 11 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 12 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 13 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 14 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

BEER

2023 Developments

Prospects and Opportunities

Category Data

Table 16 □Sales of Beer by Category: Total Volume 2018-2023

Table 17 □Sales of Beer by Category: Total Value 2018-2023

Table 18 □Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 19 □Sales of Beer by Category: % Total Value Growth 2018-2023

Table 20 □Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

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Table 21 □Sales of Beer by Off-trade vs On-trade: Value 2018-2023
 Table 22 □Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 23 □Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 24 □GBO Company Shares of Beer: % Total Volume 2019-2023
 Table 25 □NBO Company Shares of Beer: % Total Volume 2019-2023
 Table 26 □LBN Brand Shares of Beer: % Total Volume 2020-2023
 Table 27 □Forecast Sales of Beer by Category: Total Volume 2023-2028
 Table 28 □Forecast Sales of Beer by Category: Total Value 2023-2028
 Table 29 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028
 Table 30 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE

Table 31 □Sales of Wine by Category: Total Volume 2018-2023
 Table 32 □Sales of Wine by Category: Total Value 2018-2023
 Table 33 □Sales of Wine by Category: % Total Volume Growth 2018-2023
 Table 34 □Sales of Wine by Category: % Total Value Growth 2018-2023
 Table 35 □Sales of Wine by Off-trade vs On-trade: % Volume Breakdown 2018-2023
 Table 36 □Sales of Wine by Off-trade vs On-trade: % Value Breakdown 2018-2023
 Table 37 □Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 38 □Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 39 □Forecast Sales of Wine by Category: Total Volume 2023-2028
 Table 40 □Forecast Sales of Wine by Category: Total Value 2023-2028
 Table 41 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
 Table 42 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS

Table 43 □Sales of Spirits by Category: Total Volume 2018-2023
 Table 44 □Sales of Spirits by Category: Total Value 2018-2023
 Table 45 □Sales of Spirits by Category: % Total Volume Growth 2018-2023
 Table 46 □Sales of Spirits by Category: % Total Value Growth 2018-2023
 Table 47 □Sales of Spirits by Off-trade vs On-trade: % Volume Breakdown 2018-2023
 Table 48 □Sales of Spirits by Off-trade vs On-trade: % Value Breakdown 2018-2023
 Table 49 □Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
 Table 50 □Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
 Table 51 □GBO Company Shares of Spirits: % Total Volume 2019-2023
 Table 52 □NBO Company Shares of Spirits: % Total Volume 2019-2023
 Table 53 □LBN Brand Shares of Spirits: % Total Volume 2020-2023
 Table 54 □Forecast Sales of Spirits by Category: Total Volume 2023-2028
 Table 55 □Forecast Sales of Spirits by Category: Total Value 2023-2028
 Table 56 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
 Table 57 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY

RTDS

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