

## **Staple Foods in Myanmar**

Market Direction | 2024-11-04 | 54 pages | Euromonitor

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### **Report description:**

Myanmar's post-coup economic crisis deepened in 2024 with prices of staple foods rising steeply due to a fall in Myanmar's currency, product shortages and government mismanagement. In an effort to control prices, the military government introduced subsidies on rice, while cracking down on businesses, which led to even higher prices and greater volatility. As a result, sales of some staple foods contracted as household budgets tightened amidst declining income levels and rising prices.

Euromonitor International's Staple Foods 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- \* Get a detailed picture of the Staple Foods 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.

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