

Hot Drinks in Myanmar

Market Direction | 2025-01-22 | 33 pages | Euromonitor

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Report description:

Coffee, tea, and other hot drinks have maintained steady volume sales in Myanmar in 2024, given their status as daily essentials for the majority of consumers with regular consumption habits. However, category growth rates have yet to recover to pre-pandemic levels due to the persistent challenges facing Myanmar's economy. In response to these difficulties, hot drinks players have introduced low-volume pack sizes and cost-effective product variants, while also employing marketing incentives to S...

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 2020-2024, 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 2029 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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Euromonitor International
January 2025

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