

Myanmar Skin Care Products Market by Type (Cream, Lotion, and Others), Demographics (Male and Female), Age Group (Generation X, Millennial, and Generation Z), and Sales Channel (Supermarket/Hypermarket, Specialty Stores, Department Stores, Beauty Salons, Pharma & Drug Stores, and Online Sales Channel): Country Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Skin care is the practice of improving skin integrity, enhancing its appearance, and relieving skin conditions by using skin care products. Skin care products are manufactured from chemical compounds, medicinal herbs, or natural ingredients to provide the necessary effect on skin.

Consumers residing in Myanmar are price sensitive in nature and are keen on trying new brands and products. Furthermore, residents in the country are transitioning from traditional Thanakha to sophisticated skin care products. Thanakha is a yellowish-white cosmetic paste made from ground bark. In addition, aggressive advertising of various brands by social media influencers to create brand awareness among young generation and increase product penetration significantly contribute toward the growth of the market. Consumers in Myanmar are conscious about ingredients used in the products, hence, brands are launching traditional Thanakha-based creams and lotions. Thanakha aids in removal of acne and promotes smooth skin. In addition, it provides protection from sun burns. Furthermore coconut-based cosmetics are witnessing increasing popularity in the country.

The Myanmar skin care market remains fairly competitive with the presence of both local and international brands. Neighboring countries such as Taiwan, Thailand, Korea, and China are some of the leading exporters of skin care products to Myanmar. Bella, Revlon, L'Oréal, and Maybelline are some of the recognized brands among the consumers of Myanmar.

The Myanmar skin care products market is segmented into product type, demographics, age group, and sales channel. Depending on product type, the market is categorized into cream, lotion, and others. By demographic, it is bifurcated into male and female. On the basis of age group, it is segregated into generation X, millennial, and generation Z. As per sales channel, it is fragmented into supermarket/hypermarket, specialty stores, department stores, beauty salons, pharma & drug stores, and online sales channel.

The key players analyzed in the Myanmar skin care products market report are L'Oréal S.A., Kao Corporation, Estee Lauder, Revlon Inc., Unilever Group, Shiseido Company Limited, Procter & Gamble, Frenzo Myanmar Company Limited, Beiersdorf AG, and Shwe Pyi Nann.

Myanmar Skin Care Products Market Segments

By Type

Cream

Lotion

Others

By Demographics

Male

Female

By Age Group

Generation X

Millennial

Generation Z

By Sales Channel

Supermarket/Hypermarket

Premium

Non Premium

Specialty Stores

Premium

Non Premium

Department Stores

Premium

Non Premium

Beauty Salons

Premium

Non Premium

Pharma & Drug Stores

Premium

Non Premium

Online Sales Channel

Premium

Non Premium

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