

Beauty and Personal Care in Myanmar

<https://marketpublishers.com/r/B3A141829B9FEN.html>

Date: May 2023

Pages: 66

Price: US\$ 2,100.00 (Single User License)

ID: B3A141829B9FEN

Abstracts

Modest sales growth was seen in beauty and personal care in 2022 as household spending remained under pressure. The exchange value of the kyat continued to slide in the wake of the 2021 military coup, although demand continued to increase as consumers began spending much more time outside of the home. Population growth, urbanisation, rising incomes and greater female participation in the workforce all spurred rising demand, although growth was confined to mass brands due to pressure on spending.

Euromonitor International's Beauty and Personal Care 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

Get a detailed picture of the Beauty and Personal Care 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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Consumers are focusing their attention on spending on essentials and trying to save more

Most generations have concerns around their current financial situation

Voice of the consumer (3)

Shopping and spending survey highlights

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