

# Hot Drinks in Myanmar

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## Abstracts

Sales of hot drinks registered marginal growth in 2023. Coffee, the largest category, and other hot drinks recorded growth, while retail volume sales of tea declined. A developing coffee culture supported rising demand for fresh coffee, with tea constrained by a preference for unpackaged tea. Other hot drinks is popular among children, the main consumer base for these products. Inflation meant consumers were tempted by low-cost brand alternatives or bought smaller pack sizes.

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 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: 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.

## Contents

Hot Drinks in Myanmar  
Euromonitor International  
January 2024

### LIST OF CONTENTS AND TABLES

#### HOT DRINKS IN MYANMAR

##### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for hot drinks?

CHART 1 Hot Drinks: Convenience Store

CHART 2 Hot Drinks: Supermarket

CHART 3 Hot Drinks: Traditional Retailer

CHART 4 Hot Drinks: Traditional Retailer

#### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth

2023-2028

Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth

2023-2028

Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth

2023-2028

Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth

2023-2028

DISCLAIMER

COFFEE

## **2023 DEVELOPMENTS**

Prospects and Opportunities

Category Data

Table 26 Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 Retail Sales of Coffee by Category: Value 2018-2023

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 31 LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 32 Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 33 Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 34 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 35 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

TEA

Table 36 Retail Sales of Tea by Category: Volume 2018-2023

Table 37 Retail Sales of Tea by Category: Value 2018-2023

Table 38 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 39 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 41 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 42 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 43 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 45 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

#### OTHER HOT DRINKS

Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 47 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

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