

# Retailing in Myanmar

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## Abstracts

Retailing in Myanmar has been negatively impacted by the ongoing political crisis and the COVID-19 pandemic. Compared to 2020, new retail outlet openings slowed down significantly across the country in 2021 while some outlets closed down altogether as they were unable to cope with decreasing revenues and increasing expenses (such as rent). Retailing in Myanmar is not expected to recover until the end of 2022 at the earliest with many people and businesses facing economic uncertainty.

Euromonitor International's Retailing in Myanmar report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Non-Store Retailing, Store-Based Retailing.

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

## Why buy this report?

Get a detailed picture of the Retailing 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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