

Tissue and Hygiene in Myanmar

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Abstracts

Tissue and hygiene in Myanmar posted strong retail volume growth in 2023, supported by population growth and urbanisation, despite higher prices. The consumer base mainly consists of middle- and high-income consumers. However, households remained price-conscious and budget brands benefited from value for money positioning. Mid-priced and premium brands performed more sluggishly. Meanwhile, away-from-home volume sales benefited as the country resumed pre-COVID-19 work, school and social norms.

Euromonitor International's Tissue and Hygiene 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 new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

Get a detailed picture of the Tissue and Hygiene 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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