

# Tobacco in Myanmar

<https://marketpublishers.com/r/T52E16FA8DE0EN.html>

Date: June 2023

Pages: 31

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

ID: T52E16FA8DE0EN

## Abstracts

Consumption of tax-paid cigarettes continues to fall in 2022, with many consumers eschewing locally manufactured cigarettes in favour of either illicit imports or traditional cheroots and quids. Demand for the Red Ruby brand continues to decline sharply due to a consumer boycott stemming from the brand's links to the military junta. Sales of cigars are plummeting due to the absence of foreigners, while e-vapour products is poised to emerge strongly due to rising demand among younger consumers.

Euromonitor International's Tobacco 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

### Why buy this report?

Get a detailed picture of the Tobacco 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

### TOBACCO IN MYANMAR

#### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

Country background

Socioeconomic Trends

Logistics/Infrastructure

#### MARKET BACKGROUND

Legislation

#### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies 2022

What next for tobacco?

CHART 1 Tobacco: Hypermarket

CHART 2 Tobacco: Traditional Small Grocer

CHART 3 Tobacco: Convenience Store

CHART 4 Tobacco: Convenience Store

#### MARKET DATA

Table 1 Sales of Tobacco by Category: Volume 2017-2022

Table 2 Sales of Tobacco by Category: Value 2017-2022

Table 3 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 4 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 5 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 6 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### CIGARETTES

2022 Developments

Prospects and Opportunities

Category Data

Table 10 Sales of Cigarettes: Volume 2017-2022

Table 11 Sales of Cigarettes by Category: Value 2017-2022

Table 12 Sales of Cigarettes: % Volume Growth 2017-2022

Table 13 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 15 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 16 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 17 Forecast Sales of Cigarettes: Volume 2022-2027

Table 18 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 19 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 20 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

#### **CIGARS, CIGARILLOS AND SMOKING TOBACCO**

Table 21 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 22 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 23 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 24 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 26 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 27 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 28 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 29 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 30 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 31 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

#### **SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO**

## I would like to order

Product name: Tobacco in Myanmar

Product link: <https://marketpublishers.com/r/T52E16FA8DE0EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T52E16FA8DE0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970