

Toilet Paper Market in Myanmar 2021

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Abstracts

Toilet paper is a thin sanitary absorbent paper usually in a roll for use in drying or cleaning oneself after defecation and urination. According to a report by StrategyHelix, the toilet paper market in Myanmar is projected to expand by a CAGR of 12% from 2021 through 2027. Increasing awareness regarding the benefits of maintaining cleanliness and personal hygiene and presence of favorable government initiatives are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toilet paper. The Myanmar toilet paper market is segmented on the basis of product, and distribution channel. On the basis of product, the toilet paper market in Myanmar has been segmented into pulp paper, recycled paper. The pulp paper segment is estimated to account for the largest share of the toilet paper market in Myanmar. By distribution channel, the toilet paper market in Myanmar has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment held the largest revenue share in 2020.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toilet paper market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: pulp paper, recycled paper

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Myanmar toilet paper market
Identify regional strategies and strategic priorities on the basis of local data
Pinpoint growth sectors and trends for investment
Identify the competitive landscape and window of opportunity

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Specialty stores
Online retailing
Others
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