

Soft Drinks in Myanmar

January 2024

Table of Contents

Soft Drinks in Myanmar

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for soft drinks?

Chart 1 - Soft Drinks: Convenience Store

Chart 2 - Soft Drinks: Supermarket

Chart 3 - Soft Drinks: Traditional Retailer (1)

Chart 4 - Soft Drinks: Traditional Retailer (2)

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 14 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 15 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 16 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 17 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 18 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 19 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 20 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 21 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 22 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 25 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 26 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 27 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 28 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

DISCLAIMER

CARBONATES

2023 Developments

Prospects and Opportunities

Category Data

Table 29 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 30 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 31 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 32 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

- Table 33 - Off-trade Sales of Carbonates by Category: Volume 2018-2023
- Table 34 - Off-trade Sales of Carbonates by Category: Value 2018-2023
- Table 35 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
- Table 36 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
- Table 37 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 38 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 39 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 40 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 41 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 42 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
- Table 43 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 44 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

JUICE

2023 Developments

Prospects and Opportunities

Category Data

- Table 45 - Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 46 - Off-trade Sales of Juice by Category: Value 2018-2023
- Table 47 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 48 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 49 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 50 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 51 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 52 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 53 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 54 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 55 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 56 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER

2023 Developments

Prospects and Opportunities

Category Data

- Table 57 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023
- Table 58 - Off-trade Sales of Bottled Water by Category: Value 2018-2023
- Table 59 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
- Table 60 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
- Table 61 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
- Table 62 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
- Table 63 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
- Table 64 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
- Table 65 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
- Table 66 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
- Table 67 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
- Table 68 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS

2023 Developments

Prospects and Opportunities

Category Data

- Table 69 - Off-trade Sales of Sports Drinks: Volume 2018-2023
- Table 70 - Off-trade Sales of Sports Drinks: Value 2018-2023

- Table 71 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
- Table 72 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
- Table 73 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
- Table 74 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
- Table 75 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
- Table 76 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
- Table 77 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
- Table 78 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
- Table 79 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
- Table 80 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS

2023 Developments

Prospects and Opportunities

Category Data

- Table 81 - Off-trade Sales of Energy Drinks: Volume 2018-2023
- Table 82 - Off-trade Sales of Energy Drinks: Value 2018-2023
- Table 83 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
- Table 84 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
- Table 85 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
- Table 86 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
- Table 87 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
- Table 88 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
- Table 89 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
- Table 90 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
- Table 91 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
- Table 92 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES

2023 Developments

Prospects and Opportunities

Category Data

- Table 93 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
- Table 94 - Off-trade Sales of Concentrates by Category: Value 2018-2023
- Table 95 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
- Table 96 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
- Table 97 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023
- Table 98 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
- Table 99 - NBO Company Shares of Off-trade Concentrates: % Volume 2019-2023
- Table 100 - LBN Brand Shares of Off-trade Concentrates: % Volume 2020-2023
- Table 101 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
- Table 102 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
- Table 103 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
- Table 104 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
- Table 105 - NBO Company Shares of Off-trade Liquid Concentrates: % Volume 2019-2023
- Table 106 - LBN Brand Shares of Off-trade Liquid Concentrates: % Volume 2020-2023
- Table 107 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
- Table 108 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
- Table 109 - NBO Company Shares of Off-trade Powder Concentrates: % Volume 2019-2023
- Table 110 - LBN Brand Shares of Off-trade Powder Concentrates: % Volume 2020-2023
- Table 111 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
- Table 112 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
- Table 113 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 114 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA

2023 Developments

Prospects and Opportunities

Category Data

Table 115 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 116 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 117 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 118 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 119 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 120 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 121 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 122 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 123 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 124 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 125 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 126 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE

2023 Developments

Prospects and Opportunities

Category Data

Table 127 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 128 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 129 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 130 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 131 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 132 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 133 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 134 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 135 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 136 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 137 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 138 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

ASIAN SPECIALITY DRINKS

2023 Developments

Prospects and Opportunities

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-myanmar/report.