



Euromonitor
International

Soft Drinks in Myanmar

March 2026

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EXECUTIVE SUMMARY

Moderate growth of soft drinks sales in Myanmar

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Local players launch more affordable products and compete with imported alternatives

Inflation dampens the popularity of premium soft drinks

Consumer demand rises for healthier soft drinks

WHAT'S NEXT?

Low single-digit growth of soft drinks

Local players benefit from increasing restrictions on imported goods

Global health trend leads to a consumer preference for reduced or no sugar soft drinks

COMPETITIVE LANDSCAPE

Loi Hein extends its lead in soft drinks in 2025

Sampar Oo achieves the fastest growth with its eponymous brand

CHANNELS

Small local grocers dominates the distribution of soft drinks

Supermarkets records strong growth followed closely by convenience stores

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COUNTRY REPORTS DISCLAIMER

CARBONATES

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2025 Developments

Sales growth of carbonates in 2025

Industry Performance

Growing consumption of carbonates is boosted by a resurgence in demand via foodservice

The most popular carbonates are regular cola carbonates, orange carbonates and lemonade/lime

What's Next?

Steady growth of carbonates sales over the forecast period

Small size cans provide enhanced affordability

The fortunes of carbonates over the forecast period depend on prevailing economic conditions

Competitive Landscape

Coca-Cola Pinya Beverages Myanmar leads with the Coca-Cola brand

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Channels

Small local grocers dominates sales of carbonates

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Industry Performance

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Basic flavours remain the most popular especially in juice drinks (up to 24%) juice

What's Next?

Moderate growth of juice sales over the forecast period

Slow but steady shift towards natural ingredients and a low sugar content

Consumers switch to juice from less healthy categories such as carbonates

COMPETITIVE LANDSCAPE

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Key Data Findings

2025 Developments

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Industry Performance

Access to safe drinking water and piped water is limited and varies across the country

Still bottled water remains the most popular category in bottled water at the end of the review period

What's Next?

Rising forecast period sales of bottled water as product availability widens

Relatively low per capita sales bode well for future growth potential

Companies invest in sophisticated filtration technologies

Competitive Landscape

Loi Hein Co Ltd retains its outright lead in bottled water

Peace Myanmar Group Co Ltd achieves strong growth after revamping its flagship brand

Channels

Small local grocers retains the outright lead in the distribution of bottled water

Hospitality (on trade) achieves the strongest growth

Category Data

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SPORTS DRINKS

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Growing demand for sports drinks driven mainly by the health and wellness trend

Industry Performance

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Regular sports drinks dominates the category though reduced sugar drinks start to be launched

What's Next?

Forecast period sales growth of sports drinks due to growing consumer engagement in sports and fitness

Growing popularity of reduced sugar sports drinks over the forecast period

Sports drinks are increasingly embraced for their functional ingredients

Competitive Landscape

Myanmar Oasis Manufacturing Co Ltd retains a strong lead in sports drinks

Otsuka Myanmar's Pocari Sweat brand benefits from sponsorship of local sports events

Channels

Small local grocers dominates sales of sports drinks

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ENERGY DRINKS

Key Data Findings

2025 Developments

Growing demand for energy drinks as consumers appreciate functional benefits

Industry Performance

Energy drinks benefits from strong popularity and an established category status, unlike sports drinks

Artificial ingredients limits the consumer base

What's Next?

Various initiatives help maintain consumer interest over the forecast period

Local players invest in the development of new pack formats, especially small PET bottles

Industry players launch reduced and no sugar variants in response to consumer demand

Competitive Landscape

Osotspa Myanmar Co Ltd retains the lead in energy drinks thanks to the popularity of its longstanding Shark brand

Strong dynamism for Europe and Asia Commercial Co Ltd and its Fire Dragon brand

Channels

Small local grocers dominates sales of energy drinks

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CONCENTRATES

Key Data Findings

2025 Developments

Concentrates gains traction via the on-trade

Industry Performance

Concentrates remain popular and essential ingredients in many desserts and drinks

Widespread popularity of liquid concentrates in several leading flavour iterations

What's Next?

Forecast period sales of concentrates benefit from the affordability and cost-effectiveness of these products

Local brands focus on new flavour launches over the forecast period to compete with imported counterparts

Concentrates sales via foodservice remain strong thanks to unique flavour profiles

competitive landscape

Tharaphu Food and Cordial Enterprise leads in concentrates thanks to its longstanding presence in the country

Mitr Phol Sugar registers solid dynamism in 2025

Channels

Small local grocers dominates sales of concentrates

Convenience stores registers strong growth from a low base, while the on-trade is also increasingly dynamic

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Sluggish performance of RTD tea due to competition from other categories of soft drinks

Industry Performance

No local tradition of RTD tea consumption in Myanmar

RTD tea appeals to consumers seeking new soft drinks options

What's Next?

Lack of interest leads to sluggish forecast period sales of RTD tea
Carbonated RTD tea and kombucha enjoys increasing popularity
Growing presence of teashops and bubble tea stalls also pose competition to RTD tea competitive landscape
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Century Beverage Co Ltd records rapid growth in 2025

Channels

Small local grocers dominates the distribution of RTD tea
Convenience retail achieves strong growth in 2025

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RTD COFFEE

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2025 Developments

Slight rebound for RTD coffee in 2025

Industry Performance

Industry players face growing competition from other categories as well as operational challenges
Consumer price sensitivity favours local brands

What's Next?

Slowdown in RTD coffee sales growth over the forecast period
Brands prioritise stability over cost effectiveness
The prospects for RTD coffee depend on the initiatives of existing brands, especially around cost efficiencies

Competitive Landscape

Ever Sunny Industrial Co Ltd leads with its affordable Sunday brand
Mayora Group achieves strong growth via its Tora brand

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ASIAN SPECIALITY DRINKS

2025 Developments

Nascent sales of Asian speciality drinks

Industry Performance

Low product availability and a lack of consumer awareness hamper category development

Fruit juices and fruit-flavoured drinks are popular in Myanmar for their health benefits

What's Next?

Consumers actively seek soft drinks with perceived health benefits

Local manufacturers invest in the creation of products tailored to local taste preferences

Thailand-based Foodstar Company Limited makes improvements to its Mikku brand

Competitive Landscape

Thet Su San Production continues to expand its distribution network

New flavour launches boost the growth of Ngwe Larb Minn Foodstuffs in 2025

Channels

Small local grocers remains paramount for sales of Asian speciality drinks

Strong dynamism of retail e-commerce from a low base

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