



Euromonitor
International

Beauty and Personal Care in Myanmar

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Pragmatic Spending Supports Value Expansion Amid Economic Strain

Localisation and Asian Influence Shapes Performance

Chart 2 - South Korean Brand Tirtir's Skin Care Products

Budget-Focused Innovation and Clean Product Safety Reshape Consumer Loyalty and Brand Strategies

Chart 3 - Goongbe: Clean Moisture Cream for Infants

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Focused Growth Likely to Persist as Consumers Prioritise Safety and Affordability

Hair Care to Anchor Expansion While Colour Cosmetics Accelerate Asian Influence

Trust-Based Digital Engagement and Accessible Innovation to Shape Competitive Positioning

Chart 7 - Analyst Insight for Beauty and Personal Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Inflation and Supply Challenges to Sustain Dominance

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Offline Retail Distribution

Social Commerce and Digital Trust Reshape Retail Dynamics for Mid to Premium Brands

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in Myanmar

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Affordability-Led Strategies Sustain Growth under Inflation Pressure

Essential Formats Drive Growth as Accessible Premiumisation Gains Traction

Safety and Value Redefine Product Development and Brand Positioning

Chart 20 - Goongbe: Clean Moisture Cream for Infants

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability Expected to Reshape Growth as Regional Brands Gain Traction

Baby Wipes Set to Lead Sales While Sun Care Posts Fastest Growth

Safety Positioning and Pack Innovation to Underpin Competitiveness

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Osotspa Consolidates Dominance Amid Share Stability

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets Lead Retail Distribution as E-Commerce Remains Marginal

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Baby and Child-Specific Products

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Baby and Child-Specific Products

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Affordability Drives Value Growth Amid Inflationary Pressure

Body Wash Accelerates Expansion through Innovation and Premium Positioning

Chart 36 - Vaseline's Skin Expert Plus for Skin Barrier

Smaller Pack Sizes Expand Access among Price-Sensitive Consumers

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Smaller Pack Formats Set to Sustain Growth under Continued Cost Pressure

Bar Soaps Expected to Dominate While Body Wash Posts Fastest Growth

Import Restrictions Poised to Reshape Competition

Chart 40 - Forecast Value Sales 2020-2030

Chart 41 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Consolidate Leading Positions Amid Moderate Market Concentration

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Hypermarkets Sustain Leadership through Accessibility and One-Stop Shopping

Retail E-Commerce Grows Steadily as a Premium Channel

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Bath and Shower

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Bath and Shower

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Affordable Brands Drive Growth Amid Constrained Spending

Multifunctional Formats Support Value-Driven Purchasing

Chart 52 - Baby Bright's Lip Primer

Hybrid Formulations Gain Traction through Affordability and Functionality

Chart 53 - Value Sales 2020-2030

Chart 54 - Volume Sales 2020-2030

Chart 55 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Prioritise Affordability and Multifunctionality

Lip Products Anticipated to Drive Value Expansion

Brands to Focus on Sachets and Hybrid Innovation

Chart 56 - Forecast Value Sales 2020-2030

Chart 57 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Manufacturers Leverage Affordability and Supply Chain Agility to Dominate Share

Chart 58 - Company Shares 2025

Chart 59 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Sales by Offering Expert Advice and Confidence

Retail E-Commerce Accelerates Growth through Social Media and Niche Offerings

Chart 60 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 61 - Economic Context for Colour Cosmetics

Chart 62 - Real Gdp Growth 2020-2030

Chart 63 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 64 - Consumer Context for Colour Cosmetics

Chart 65 - Population 2020-2030

Chart 66 - Consumer Expenditure 2020-2030

Chart 67 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Affordability Pressures Accelerate Shift Towards Local Brands

Roll-Ons Lead as Demand Shifts Towards Enhanced Functionality

Local Brands Compete through Affordable, Benefit-Led Innovation

Chart 68 - Herballines' Pro Guard Peppermint Deodorant

Chart 69 - Value Sales 2020-2030

Chart 70 - Volume Sales 2020-2030

Chart 71 - Value Sales by Category 2025

WHAT'S NEXT?

Local Players Expected to Reshape Competitive Structure

Deodorant Roll-Ons Set to Solidify Lead through Skin Care Innovation

Price Sensitivity and Product Enhancement to Define Strategy

Chart 72 - Forecast Value Sales 2020-2030

Chart 73 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nivea'S Dominance Weakens as Affordable Local Players Drive Fragmentation

Chart 74 - Company Shares 2025

Chart 75 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution as Hypermarkets Support Scale Purchasing

Limited E-Commerce Adoption Keeps Traditional Retail Dominant Amid Infrastructure Challenges

Chart 76 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 77 - Economic Context for Deodorants

Chart 78 - Real Gdp Growth 2020-2030

Chart 79 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 80 - Consumer Context for Deodorants

Chart 81 - Population 2020-2030

Chart 82 - Consumer Expenditure 2020-2030

Chart 83 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Inflation and Currency Pressure Reshape Purchasing Behaviour and Brand Choice

Hair Removal Formats Expand Access While Durability Supports Razor Growth

Skin-Focused and Affordable Solutions Reshape Product Positioning

Chart 84 - Fem Fair & Soft Targets Budget-Conscious Consumers

Chart 85 - Value Sales 2020-2030

Chart 86 - Volume Sales 2020-2030

Chart 87 - Value Sales by Category 2025

WHAT'S NEXT?

Indian and Thai Players Set to Drive Growth through Affordability and Herbal Positioning

Hair Removers and Bleaches Expected to Retain Lead as Razors Accelerate through Premium Appeal

Natural Formulations and Simplified Solutions to Reshape Competitive Positioning

Chart 88 - Forecast Value Sales 2020-2030

Chart 89 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Maintains Dominance Despite Presence of Smaller Players

Chart 90 - Company Shares 2025

Chart 91 - Brand Shares 2025

CHANNELS

Hypermarkets and Small Local Grocers Lead as Accessibility Remains Critical

Chart 92 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 93 - Economic Context for Depilatories

Chart 94 - Real Gdp Growth 2020-2030

Chart 95 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 96 - Consumer Context for Depilatories

Chart 97 - Population 2020-2030

Chart 98 - Consumer Expenditure 2020-2030

Chart 99 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Inflation Drives Trading Down and Accelerates Value-Seeking Behaviour

Affordable Dupes Sustain Leadership of Mass Fragrances

Chart 100 - Myst Cements Leadership in Mass Fragrance Shift

Lifestyle Positioning and Sustainability Reshape Premium Fragrances

Chart 101 - Value Sales 2020-2030

Chart 102 - Volume Sales 2020-2030

Chart 103 - Value Sales by Category 2025

WHAT'S NEXT?

Resilient Demand Set to Sustain Value Growth Despite Economic Pressure

Mass-Led Demand Expected to Expand with Incremental Premiumisation via Decants

Alternative Formats and Value-Focused Propositions to Reshape Purchasing Models

Chart 104 - Forecast Value Sales 2020-2030

Chart 105 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Adjust Shares Amid Inflation-Driven Consumer Shifts

Chart 106 - Company Shares 2025

Chart 107 - Brand Shares 2025

CHANNELS

Fragrance Counters Lead New Customer Acquisition by Bridging Education and Trust

Retail E-Commerce Expands, Driven by Social Media Influence and Niche Offerings

Chart 108 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 109 - Economic Context for Fragrances

Chart 110 - Real Gdp Growth 2020-2030

Chart 111 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 112 - Consumer Context for Fragrances

Chart 113 - Population 2020-2030

Chart 114 - Consumer Expenditure 2020-2030

Chart 115 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Affordability and Wellness Drives Value Growth Amid Inflationary Pressure

Shampoos Lead Sales While Colourants Post Rapid Growth

Herballines and Kerasys Respond to Affordability and Asian Beauty Trends

Chart 116 - Herballines

Chart 117 - Value Sales 2020-2030

Chart 118 - Volume Sales 2020-2030

Chart 119 - Value Sales by Category 2025

WHAT'S NEXT?

Import Constraints Set to Drive Lasting Shift Towards Domestic Brands

Product Advancements Expected to Strengthen Positioning of Domestic Manufacturers

Rising Demand for Premium Solutions to Diversify Growth Drivers

Chart 120 - Forecast Value Sales 2020-2030

Chart 121 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Sustain Dominance Amid Steady Concentration

Chart 122 - Company Shares 2025

Chart 123 - Brand Shares 2025

CHANNELS

Hypermarkets Lead Offline Retail Distribution in 2025

Local Brands Harness E-Commerce Growth through Digital Engagement and Niche Positioning

Chart 124 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 125 - Economic Context for Hair Care

Chart 126 - Real Gdp Growth 2020-2030

Chart 127 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 128 - Consumer Context for Hair Care

Chart 129 - Population 2020-2030

Chart 130 - Consumer Expenditure 2020-2030

Chart 131 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Regional Brands Poised to Capitalise on Affordability and Innovation Amid Economic Pressure

Men's Shaving Leads Sales While Toiletries Show Rapid Expansion

Chart 132 - Tros Integrates Ai and Climate-Specific Formulations

Value-Driven Innovation Centres on Multifunctionality and Formulation Efficiency

Chart 133 - Value Sales 2020-2030

Chart 134 - Volume Sales 2020-2030

Chart 135 - Value Sales by Category 2025

WHAT'S NEXT?

Divergent Demand Patterns Expected to Underpin Strong Growth

Product Development Set to Shift Towards Efficiency and Functional Integration

Pricing Architecture and Portfolio Strategies to Intensify Competitive Pressure

Chart 136 - Forecast Value Sales 2020-2030

Chart 137 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Face Share Erosion Amid Rising Competition

Emerging Regional Brands Capitalise on Niche Positioning to Expand Influence

Chart 138 - Company Shares 2025

Chart 139 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Sales While E-Commerce Grows Rapidly for Premium Products

Chart 140 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 141 - Economic Context for Men's Grooming

Chart 142 - Real Gdp Growth 2020-2030

Chart 143 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 144 - Consumer Context for Men's Grooming

Chart 145 - Population 2020-2030

Chart 146 - Consumer Expenditure 2020-2030

Chart 147 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Consumers Prioritise Essential Oral Hygiene Amid Economic Pressure

Toothpaste Leads as Essential Demand Underpins Performance

Asian Brand Influence Reshapes Premium Positioning

Chart 148 - Pearlie White's Brushcare Ortho Soft Toothbrush

Chart 149 - Value Sales 2020-2030

Chart 150 - Volume Sales 2020-2030

Chart 151 - Value Sales by Category 2025

WHAT'S NEXT?

Essential Formats Expected to Anchor Demand Recovery

Core Formats Dominate While Specialised Solutions Set to Expand

Regional and Lifestyle Influences to Reshape Premium Positioning

Chart 152 - Forecast Value Sales 2020-2030

Chart 153 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate and Yiwu City Sanxiu Consolidate Dominance through Trusted Essentials

Chart 154 - Company Shares 2025

Chart 155 - Brand Shares 2025

CHANNELS

Hypermarkets Lead Oral Care Distribution in Myanmar

E-Commerce Evolves as an Educational Hub Connecting Urban Consumers to Niche Oral Care Products

Chart 156 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 157 - Economic Context for Oral Care

Chart 158 - Real Gdp Growth 2020-2030

Chart 159 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 160 - Consumer Context for Oral Care

Chart 161 - Population 2020-2030

Chart 162 - Consumer Expenditure 2020-2030

Chart 163 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Economic Pressures Drive Affordability Focus While Demand for Efficacy Grows

Facial Care Leads Sales as Hand Care Gains Momentum

Local Brands Innovate with Affordable Functional Formats

Chart 164 - South Korean Brand Tirtir's Matcha Pdrn Skin Care Products

Chart 165 - Value Sales 2020-2030

Chart 166 - Volume Sales 2020-2030

Chart 167 - Value Sales by Category 2025

WHAT'S NEXT?

Korean and Thai Brands Set to Expand Accessible Clinical Positioning

Facial Care to Lead While Hand Care Records Faster Growth

Format Strategies Expected to Expand Access and Sustain Expansion

Chart 168 - Forecast Value Sales 2020-2030

Chart 169 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Regional Manufacturers Gain Ground, Challenging Established Leaders

Leading Players Maintain Positions through Targeted Segmentation

Chart 170 - Company Shares 2025

Chart 171 - Brand Shares 2025

CHANNELS

Beauty Specialist Retailers Secure Dominance by Ensuring Authenticity and Expert Guidance

Social Media-Driven E-Commerce Accelerates Niche Brand Access and Consumer Engagement

Chart 172 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 173 - Economic Context for Skin Care

Chart 174 - Real Gdp Growth 2020-2030

Chart 175 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 176 - Consumer Context for Skin Care

Chart 177 - Population 2020-2030

Chart 178 - Consumer Expenditure 2020-2030

Chart 179 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Regional Players Exploit Affordability Pressures to Drive Value Growth

Adult Sun Care Dominates, While Baby Care Shows Rapid Expansion

Chart 180 - Baby Bright's Rejulight Sun Glow Serum Spf50+ Pa+++

Multifunctional, Value-Led Formulations Reshape Demand

Chart 181 - Value Sales 2020-2030

Chart 182 - Volume Sales 2020-2030

Chart 183 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Local Innovation Is Set to Sustain Growth through 2030

Multifunctional Formats Are Expected to Redefine Product Development

Traditional Usage Patterns and Value Positioning to Reshape Competitive Dynamics

Chart 184 - Forecast Value Sales 2020-2030

Chart 185 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Regional Players Leverage Supply Chain Agility to Shift Dominance

Chart 186 - Company Shares 2025

Chart 187 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Retail Distribution

Retail E-Commerce Expands Access to Premium Imported Sun Care through Social Media Engagement

Chart 188 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 189 - Economic Context for Sun Care

Chart 190 - Real Gdp Growth 2020-2030

Chart 191 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 192 - Consumer Context for Sun Care
Chart 193 - Population 2020-2030
Chart 194 - Consumer Expenditure 2020-2030
Chart 195 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 196 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Premium Demand Remains Resilient Despite Economic Pressure
Premium Skin Care Leads, with Hair Care Supporting Momentum
Longevity Trend Shapes Product Innovation and Positioning
Chart 197 - La Mer's Rejuvenating Night Cream
Chart 198 - Value Sales 2020-2030
Chart 199 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Growth Anticipated by Demand for Clinical Efficacy
Skin Care Expected to Maintain Leadership While Colour Cosmetics Accelerates
Medicalised Beauty to Reshape Innovation and Brand Strategy
Chart 200 - Forecast Value Sales 2020-2030
Chart 201 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Naos Sas Strengthens Position as Market Concentration Increases
Chart 202 - Company Shares 2025
Chart 203 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 204 - Economic Context for Premium Beauty and Personal Care
Chart 205 - Real Gdp Growth 2020-2030
Chart 206 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 207 - Consumer Context for Premium Beauty and Personal Care
Chart 208 - Population 2020-2030
Chart 209 - Consumer Expenditure 2020-2030
Chart 210 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Myanmar](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 211 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Economic Strain Drives Value Growth but Limits Purchasing Power

Mass Hair Care Leads Value Sales as Local Brands Capitalise on Affordability

Local Sourcing and Functional Design Support Product Adaptation

Chart 212 - Herballines Shampoo

Chart 213 - Value Sales 2020-2030

Chart 214 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Masstige Positioning Expected to Underpin Value Expansion

Mass Hair Care Set to Lead Sales While Colour Cosmetics Posts Fastest Growth

Pack Size Innovation and Value Perception to Reshape Competitive Strategies

Chart 215 - Forecast Value Sales 2020-2030

Chart 216 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Supply Challenges While Maintaining Dominance

Chart 217 - Company Shares 2025

Chart 218 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 219 - Economic Context for Mass Beauty and Personal Care

Chart 220 - Real Gdp Growth 2020-2030

Chart 221 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 222 - Consumer Context for Mass Beauty and Personal Care

Chart 223 - Population 2020-2030

Chart 224 - Consumer Expenditure 2020-2030

Chart 225 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/beauty-and-personal-care-in-myanmar/report.