



Euromonitor
International

Cooking Ingredients and Meals in Myanmar

December 2025

Table of Contents

EXECUTIVE SUMMARY

Sales stimulated by product innovation, urbanisation and population growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Local brands best cater to local taste preferences

Ready meals benefits from growing popularity

Urban dwellers particularly appreciate the convenience of cooking ingredients and meals

WHAT'S NEXT?

Consistent forecast period growth of cooking ingredients and meals

Local players poised to see a significant increase in their market shares

Growing interest in convenience though demand remains constrained among lower income demographics

COMPETITIVE LANDSCAPE

Wilmar Myanmar leads thanks to the popularity of its Meizan brand

Htay Htay records the strongest growth with its Yangon peanut oil brand

CHANNELS

Hypermarkets is the leading channel for cooking ingredients and meals thanks to urbanisation

Retail e-commerce records the fastest growth as consumer confidence in this channel grows

Chart 1 - Cooking Ingredients and Meals: Supermarket

Chart 2 - Cooking Ingredients and Meals: Supermarket

Chart 3 - Cooking Ingredients and Meals: Supermarket

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 7 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

EDIBLE OILS

Key Data Findings

2025 Developments

Growth of edible oils in 2025

Industry Performance

Edible oils benefits from being a mainstay in home cooking

Concerns over adulteration, product quality and unfair price competition of blended variants

What's Next?

Forecast period sales benefit from a consumer shift away from unpackaged edible oils

Health consciousness and quality guarantees boost peanut oil

Government continues to monitor and regulate domestic edible palm oil prices

Competitive Landscape

Wilmar Myanmar International remains the leading player in edible oils with the Meizan brand

Domestic player Htay Htay Win Oil and its Yangon brand benefit from strong consumer awareness

Channels

Small local grocers takes top spot closely followed by hypermarkets

Rapid growth of retail e-commerce but from a low base

Category Data

Table 12 - Sales of Edible Oils by Category: Volume 2020-2025

Table 13 - Sales of Edible Oils by Category: Value 2020-2025

Table 14 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 15 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 17 - LBN Brand Shares of Edible Oils: % Value 2021-2025

Table 18 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 19 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 20 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

MEALS AND SOUPS

2025 Developments

Low sales are driven by convenience and product innovation

Industry Performance

Wider product access and a growing appreciation of convenient meal options shape meals and soups

Packaged soup suffers lack of demand

What's Next?

Steady growth for meals and soups due to urbanisation and changing lifestyles

Despite positive forecast period prospects, the category remains nascent

Manufacturers focus on producing products with no added ingredients while local players introduce the first packaged products to Myanmar

Competitive Landscape

Myanmar Makro leads in this heavily fragmented category

Easy Way Foodstuffs registers strong dynamism in 2025

Channels

Small local grocers leads sales of meals and soups

Convenience retailers benefit from expansion to smaller cities

Category Data

Table 22 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 23 - Sales of Meals and Soups by Category: Value 2020-2025

Table 24 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 25 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 27 - LBN Brand Shares of Meals and Soups: % Value 2021-2025

Table 28 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 29 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 30 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

SAUCES, DIPS AND CONDIMENTS

Key Data Findings

2025 Developments

Steady growth of sauces, dips and condiments as consumers embrace home cooking

Industry Performance

The essential status of products boosts category sales

Stock cubes and herbs and spices remain key category sales drivers

What's Next?

Urbanisation and evolving lifestyles boost demand for sauces, dips and condiments

Rising disposable incomes boost demand for premium sauces, dips and condiments

The development of modern grocers widens consumer access to sauces, dips and condiments

Competitive Landscape

Rayong Fish Sauce Industry leads in this fragmented category

Myanmar Makro registers the strongest growth

Channels

Small local grocers and hypermarkets compete for top spot in sauces, dips and condiments

High growth of retail e-commerce, though the channel remains highly nascent for sauces, dips and condiments

Category Data

Table 32 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 33 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 34 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 35 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 37 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 38 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 39 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 40 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 41 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

SWEET SPREADS

Key Data Findings

2025 Developments

Local players invest in innovation, including new flavours and healthier variants

Industry Performance

Jams and preserves remains popular though consumption remains lower than in other Asian countries

The popularity of honey rises in line with increasing production and new launches

What's Next?

Promising growth of sweet spreads due to greater consumption and wider availability

Nut and seed-based spreads benefit from growing popularity and local launches

Local players become more competitive than their imported counterparts

Competitive Landscape

Queen Products Co Ltd retains a strong lead thanks to its Queen brand

Htoo Mar records strong growth by extending its fruit jam range

Channels

Hypermarkets remains the leading channel for sweet spreads

Retail e-commerce and convenience retail increase in popularity

Category Data

Table 42 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 43 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 44 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 45 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 47 - LBN Brand Shares of Sweet Spreads: % Value 2021-2025

Table 48 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 49 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 50 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 51 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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