



Colour Cosmetics in Myanmar

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Affordable Brands Drive Growth Amid Constrained Spending

Multifunctional Formats Support Value-Driven Purchasing

Chart 1 - Baby Bright's Lip Primer

Hybrid Formulations Gain Traction through Affordability and Functionality

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - 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 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Manufacturers Leverage Affordability and Supply Chain Agility to Dominate Share

Chart 7 - Company Shares 2025

Chart 8 - 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 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Colour Cosmetics

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Colour Cosmetics

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Myanmar - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - 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 18 - South Korean Brand Tirtir's Skin Care Products

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

Chart 19 - Goongbe: Clean Moisture Cream for Infants

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - 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 23 - Analyst Insight for Beauty and Personal Care

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Inflation and Supply Challenges to Sustain Dominance

Chart 26 - Company Shares 2025

Chart 27 - 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 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/colour-cosmetics-in-myanmar/report.