



# Staple Foods in Myanmar

November 2024

Table of Contents

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Country background
- Socioeconomic trends
- Logistics/infrastructure
- What next for staple foods?
- Chart 1 - Staple Foods: Small local grocer
- Chart 2 - Staple Foods: Small local grocer
- Chart 3 - Staple Foods: Small local grocer
- Chart 4 - Staple Foods: Small local grocer

MARKET DATA

- Table 1 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 2 - Sales of Staple Foods by Category: Value 2019-2024
- Table 3 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Staple Foods: % Value 2019-2024
- Table 6 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 7 - Penetration of Private Label by Category: % Value 2019-2024
- Table 8 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

BAKED GOODS

- 2024 Developments
- Prospects and Opportunities
- Category Data
- Table 13 - Sales of Baked Goods by Category: Volume 2019-2024
- Table 14 - Sales of Baked Goods by Category: Value 2019-2024
- Table 15 - Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Baked Goods: % Value 2019-2024
- Table 18 - LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 19 - Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 21 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

BREAKFAST CEREALS

- 2024 Developments
- Prospects and Opportunities
- Category Data
- Table 23 - Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 24 - Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 25 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 26 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 27 - NBO Company Shares of Breakfast Cereals: % Value 2019-2024

Table 28 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024  
Table 29 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029  
Table 30 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029  
Table 31 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029  
Table 32 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

## PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

2024 Developments

Prospects and Opportunities

Category Data

Table 33 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024  
Table 34 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024  
Table 35 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024  
Table 36 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024  
Table 37 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2024  
Table 38 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024  
Table 39 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029  
Table 40 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029  
Table 41 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029  
Table 42 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2024-2029  
Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2024-2029

## PROCESSED FRUIT AND VEGETABLES

2024 Developments

Prospects and Opportunities

Category Data

Table 44 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024  
Table 45 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024  
Table 46 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024  
Table 47 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024  
Table 48 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2024  
Table 49 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024  
Table 50 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029  
Table 51 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029  
Table 52 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029  
Table 53 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

## RICE, PASTA AND NOODLES

2024 Developments

Prospects and Opportunities

Category Data

Table 54 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024  
Table 55 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024  
Table 56 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024  
Table 57 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024  
Table 58 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2024  
Table 59 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024  
Table 60 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029  
Table 61 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029  
Table 62 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029  
Table 63 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

## 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/staple-foods-in-myanmar/report](http://www.euromonitor.com/staple-foods-in-myanmar/report).