



Home Care in Myanmar

February 2024

Table of Contents

EXECUTIVE SUMMARY

Home care in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for home care?

Chart 1 - Home Care: Convenience Store

Chart 2 - Home Care: Supermarket

Chart 3 - Home Care: Hypermarket

Chart 4 - Home Care: Traditional Grocery Store

MARKET DATA

Table 1 - Sales of Home Care by Category: Value 2018-2023

Table 2 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Home Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 5 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 6 - Distribution of Home Care by Format: % Value 2018-2023

Table 7 - Distribution of Home Care by Format and Category: % Value 2023

Table 8 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 9 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

LAUNDRY CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 10 - Sales of Laundry Care by Category: Value 2018-2023

Table 11 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 12 - Sales of Laundry Aids by Category: Value 2018-2023

Table 13 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 14 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 15 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 17 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 18 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 19 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING

2023 Developments

Prospects and Opportunities

Category Data

Table 20 - Sales of Dishwashing by Category: Value 2018-2023

Table 21 - Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 22 - NBO Company Shares of Dishwashing: % Value 2019-2023

Table 23 - LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 24 - Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 25 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 26 - Sales of Surface Care by Category: Value 2018-2023

Table 27 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 28 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 29 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 30 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 31 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 32 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 33 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH

2023 Developments

Prospects and Opportunities

Category Data

Table 34 - Sales of Bleach: Value 2018-2023

Table 35 - Sales of Bleach: % Value Growth 2018-2023

Table 36 - NBO Company Shares of Bleach: % Value 2019-2023

Table 37 - LBN Brand Shares of Bleach: % Value 2020-2023

Table 38 - Forecast Sales of Bleach: Value 2023-2028

Table 39 - Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 40 - Sales of Toilet Care by Category: Value 2018-2023

Table 41 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 42 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 43 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 44 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 45 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES

2023 Developments

Prospects and Opportunities

Category Data

Table 46 - Sales of Polishes by Category: Value 2018-2023

Table 47 - Sales of Polishes by Category: % Value Growth 2018-2023

Table 48 - NBO Company Shares of Polishes: % Value 2019-2023

Table 49 - LBN Brand Shares of Polishes: % Value 2020-2023

Table 50 - Forecast Sales of Polishes by Category: Value 2023-2028

Table 51 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 52 - Sales of Air Care by Category: Value 2018-2023

Table 53 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 54 - NBO Company Shares of Air Care: % Value 2019-2023

Table 55 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 56 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 57 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES

2023 Developments

Prospects and Opportunities

Category Data

Table 58 - Sales of Home Insecticides by Category: Value 2018-2023

Table 59 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 60 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 61 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 62 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 63 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

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/home-care-in-myanmar/report.