



# Bath and Shower in Myanmar

June 2026

Table of Contents

## Bath and Shower in Myanmar - Category analysis

### 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 1 - Vaseline's Skin Expert Plus for Skin Barrier

Smaller Pack Sizes Expand Access among Price-Sensitive Consumers

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - 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 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Top Manufacturers Consolidate Leading Positions Amid Moderate Market Concentration

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### CHANNELS

Hypermarkets Sustain Leadership through Accessibility and One-Stop Shopping

Retail E-Commerce Grows Steadily as a Premium Channel

Chart 9 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Bath and Shower

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Bath and Shower

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/bath-and-shower-in-myanmar/report](http://www.euromonitor.com/bath-and-shower-in-myanmar/report).