Euromonitor International

Fragrances in Myanmar

June 2026

Table of Contents

Fragrances in Myanmar - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Inflation Drives Trading Down and Accelerates Value-Seeking Behaviour
Affordable Dupes Sustain Leadership of Mass Fragrances
Chart 1 - Myst Cements Leadership in Mass Fragrance Shift
Lifestyle Positioning and Sustainability Reshape Premium Fragrances
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Resilient Demand Set to Sustain Value Growth Despite Economic Pressure
Mass-Led Demand Expected to Expand with Incremental Premiumisation via Decants
Alternative Formats and Value-Focused Propositions to Reshape Purchasing Models
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Adjust Shares Amid Inflation-Driven Consumer Shifts
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Fragrance Counters Lead New Customer Acquisition by Bridging Education and Trust
Retail E-Commerce Expands, Driven by Social Media Influence and Niche Offerings
Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Fragrances
Chart 11 - Real Gdp Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Fragrances
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/fragrances-in-myanmar/report.