



Euromonitor
International

Wine in Myanmar

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Premiumisation and Local Wines Drive Resilient Growth

Chart 1 - Red Tawny 45: Myanmar's first locally-produced fortified wine

Flavour Innovation Broadens Wine'S Appeal among Younger Consumers of Legal Drinking Age

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Domestic Wineries and Flavour Innovation Will Shape the Future of Wine in Myanmar

Urban Bistros Are Set to Drive Wine Engagement through Digital Storytelling and Food Pairing

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Red Mountain Estate and Aythaya Strengthen Their Position as Imports Falter

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution as Food/Drink/Tobacco Specialists Record Growth

Online Channels Target the Premium Segment with Curated Experiences

ECONOMIC CONTEXT

Chart 8 - Economic Context for Wine

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Wine

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Myanmar - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Affluent Professionals and Value Seekers Reshape Consumption Patterns

Beer's Value-Led Innovation Cements Its Market Dominance

Chart 14 - Tapper captures Myanmar's budget tier with high-ABV efficiency

Players Invest in Flavour Innovation to Attract Younger Urban Drinkers of Legal Age

Chart 15 - Johnnie Walker Black Ruby

Chart 16 - Analyst Insight for Alcoholic Drinks

Chart 17 - Volume Sales 2020-2030

Chart 18 - Volume Sales by Category 2025

WHAT'S NEXT?

Domestic Producers Are Set to Win Value-Seekers as Imports Face Rising Barriers

Beer Is Set to Maintain Its Dominance as Urban Consumers Fuel Cocktail Culture

Digital Engagement and Local Value Creation Are Set to Reshape Business Priorities

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Heineken Myanmar Ltd and Emerald Brewery Myanmar Ltd Retain Their Leads

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Small Local Grocers Expand Reach to Serve All Consumer Groups

Online Platforms Drive Premium Discovery and Digital Engagement

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks

Chart 27 - Population 2020-2030

Chart 28 - 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/wine-in-myanmar/report.