



Euromonitor
International

Weight Management and Wellbeing in Myanmar

October 2026

Table of Contents

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

High inflation fuels weight management and wellbeing growth as demand shifts to advanced products

Slimming teas drives sales but demand moves to new products

Chart 1 Value Sales 2021-2031

WHAT'S NEXT?

Slimming teas is set to lose ground as spending shifts

Local brands to bridge tradition and science to drive shift towards value-driven weight management

Chart 1 Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Zytrim and Ensure sustain trust through distribution strength

CHANNELS

Pharmacies lead as trusted wellness hubs

Social commerce and influencers drive e-commerce growth

Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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