



Euromonitor
International

Herbal/Traditional Products in Myanmar

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Local manufacturers outpace imports with standardised remedies
Topical analgesics lead as prevention becomes a daily routine
FAME RejuMax drives the shift to preventative care

WHAT'S NEXT?

Local producers set to replace imports as regulation limits supply
Topical analgesics to expand as multi-symptom demand grows

COMPETITIVE LANDSCAPE

FAME and Hman Cho retain consumer loyalty as competition diversifies

CHANNELS

Hybrid digital-to-pharmacy model sustains physical retail dominance
Retail e-commerce lags as digital discovery drives offline sales

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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