Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Myanmar

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Consumers shift to domestic economy-tier options as import prices skyrocket
Processed seafood leads as cold-chain failures boost shelf-stable demand
CP's Super Chef and Tomo Foodstuffs capture budget and wellness demand
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed seafood maintains lead as value sales expand through 2031
Downsized packaging and domestic sourcing shield margins against inflationary headwinds
Foodservice expansion unlocks B2B revenue for prep-ready institutional formats
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top two players tighten grip as Grand Wynn Enterprise loses ground
Ready and CP sustain lead by bridging traditional flavours with modern convenience
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Hypermarkets hold lead as mom-and-pop stores anchor shelf-stable sales
Yangon and Mandalay concentrate e-commerce for premium temperature-sensitive products
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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-myanmar/report.