Soft Drinks in Myanmar

March 2026

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COUNTRY REPORTS DISCLAIMER

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Table 138 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

ASIAN SPECIALITY DRINKS

2025 Developments

Nascent sales of Asian speciality drinks

Industry Performance

Low product availability and a lack of consumer awareness hamper category development

Fruit juices and fruit-flavoured drinks are popular in Myanmar for their health benefits

What's Next?

Consumers actively seek soft drinks with perceived health benefits

Local manufacturers invest in the creation of products tailored to local taste preferences

Thailand-based Foodstar Company Limited makes improvements to its Mikku brand

Competitive Landscape

Thet Su San Production continues to expand its distribution network

New flavour launches boost the growth of Ngwe Larb Minn Foodstuffs in 2025

Channels

Small local grocers remains paramount for sales of Asian speciality drinks

Strong dynamism of retail e-commerce from a low base