Euromonitor International

Away-From-Home Tissue and Hygiene in Myanmar

May 2026

Away-From-Home Tissue and Hygiene in Myanmar - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away from Home Tissue and Hygiene Summary

INDUSTRY PERFORMANCE

Value Growth Surges as Commercial Demand Expands

Shwe and Smile Adapt Product Strategy to Affordability and B2b Value

Chart 1 - Local Away-From-Home Tissue Player Shwe Focuses on Affordability and Quality

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Cash-And-Carry Expansion Set to Shift Purchasing to High-Volume Value

Makro and Modern Wholesale Formats Set to Capture Time-Sensitive Operational Spend

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

CHANNELS

Traditional Distributors Pivot to Cash-And-Carry for Higher Operational Efficiency

Chart 6 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

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Tissue and Hygiene in Myanmar - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Consumers Shift to Lowest-Cost Products as Inflation Erodes Spending Power

Nappies and Diapers Drive Sales as Affordable Brands Expand Reach

Shwe Responds to Hygiene Poverty with Accessible Innovation

Chart 15 - Shwe Wipe Tissue: Targeting on-thego hygiene

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Brands Expected to Launch Smaller Packs as Affordability Trumps Innovation
General Trade Leaders Set to Secure Supply as Import Volatility Persists
Chart 18 - Forecast Value Sales 2020-2030
Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mycare Unicharm Leverages Affordability and Market Penetration to Sustain Leadership
Chart 20 - Company Shares 2025
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CHANNELS

Small Local Grocers Extend Reach as Affordability Drives Purchasing
Internet Disruptions Undermine E-Commerce as Consumers Rely on Physical Stores
Chart 22 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 23 - Economic Context for Tissue and Hygiene
Chart 24 - Real Gdp Growth 2020-2030
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CONSUMER CONTEXT

Chart 26 - Consumer Context for Tissue and Hygiene
Chart 27 - Population 2020-2030
Chart 28 - Consumer Expenditure 2020-2030
Chart 29 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-myanmar/report.