



# Hot Drinks in Myanmar

March 2026

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Low growth of hot drinks in 2025

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Industry players launch new and affordable products

Ban on imported tea and coffee products and high inflation dampen demand for high-end brands

Rapid development of foodservice boosts sales of hot drinks

### WHAT'S NEXT?

Slow growth of hot drinks over the forecast period

Affordability remains a dominant trend in hot drinks

No sugar and low sugar trends increasingly characterise the hot drinks industry

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Inflationary pressures put prices up and consequently lead to higher value sales

Growing trend towards speciality coffee blends

Local coffee industry prioritises sustainability

Competitive landscape

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Local tea manufacturers invest heavily in new flavour launches

More detox and wellness tea varieties enter the marketplace

Competitive landscape

Every Sunny Industrial Co Lt leads with its three popular brands

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What's next?

Steady growth of other hot drinks over the forecast period

Wellness repositioning of malt-based hot drinks encourages the health conscious

Demographic trends sustain demand for other hot drinks as does the capacity of industry players to innovate

Competitive landscape

Associated British Foods leads with its Ovaltine brand

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