



Euromonitor  
International

# Cooking Ingredients and Meals in Myanmar

December 2025

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### EXECUTIVE SUMMARY

Sales stimulated by product innovation, urbanisation and population growth

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Local brands best cater to local taste preferences

Ready meals benefits from growing popularity

Urban dwellers particularly appreciate the convenience of cooking ingredients and meals

### WHAT'S NEXT?

Consistent forecast period growth of cooking ingredients and meals

Local players poised to see a significant increase in their market shares

Growing interest in convenience though demand remains constrained among lower income demographics

### COMPETITIVE LANDSCAPE

Wilmar Myanmar leads thanks to the popularity of its Meizan brand

Htay Htay records the strongest growth with its Yangon peanut oil brand

### CHANNELS

Hypermarkets is the leading channel for cooking ingredients and meals thanks to urbanisation

Retail e-commerce records the fastest growth as consumer confidence in this channel grows

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### COUNTRY REPORTS DISCLAIMER

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Industry Performance

Edible oils benefits from being a mainstay in home cooking

Concerns over adulteration, product quality and unfair price competition of blended variants

What's Next?

Forecast period sales benefit from a consumer shift away from unpackaged edible oils

Health consciousness and quality guarantees boost peanut oil

Government continues to monitor and regulate domestic edible palm oil prices

## Competitive Landscape

Wilmar Myanmar International remains the leading player in edible oils with the Meizan brand

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Packaged soup suffers lack of demand

### What's Next?

Steady growth for meals and soups due to urbanisation and changing lifestyles

Despite positive forecast period prospects, the category remains nascent

Manufacturers focus on producing products with no added ingredients while local players introduce the first packaged products to Myanmar

## Competitive Landscape

Myanmar Makro leads in this heavily fragmented category

Easy Way Foodstuffs registers strong dynamism in 2025

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### Industry Performance

The essential status of products boosts category sales

Stock cubes and herbs and spices remain key category sales drivers

## What's Next?

Urbanisation and evolving lifestyles boost demand for sauces, dips and condiments

Rising disposable incomes boost demand for premium sauces, dips and condiments

The development of modern grocers widens consumer access to sauces, dips and condiments

## Competitive Landscape

Rayong Fish Sauce Industry leads in this fragmented category

Myanmar Makro registers the strongest growth

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The popularity of honey rises in line with increasing production and new launches

## What's Next?

Promising growth of sweet spreads due to greater consumption and wider availability

Nut and seed-based spreads benefit from growing popularity and local launches

Local players become more competitive than their imported counterparts

## Competitive Landscape

Queen Products Co Ltd retains a strong lead thanks to its Queen brand

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