



Euromonitor
International

Men's Grooming in Myanmar

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Regional Brands Poised to Capitalise on Affordability and Innovation Amid Economic Pressure

Men's Shaving Leads Sales While Toiletries Show Rapid Expansion

Chart 1 - Tros Integrates Ai and Climate-Specific Formulations

Value-Driven Innovation Centres on Multifunctionality and Formulation Efficiency

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Divergent Demand Patterns Expected to Underpin Strong Growth

Product Development Set to Shift Towards Efficiency and Functional Integration

Pricing Architecture and Portfolio Strategies to Intensify Competitive Pressure

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Face Share Erosion Amid Rising Competition

Emerging Regional Brands Capitalise on Niche Positioning to Expand Influence

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Sales While E-Commerce Grows Rapidly for Premium Products

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Myanmar - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Pragmatic Spending Supports Value Expansion Amid Economic Strain

Localisation and Asian Influence Shapes Performance

Chart 18 - South Korean Brand Tirtir's Skin Care Products

Budget-Focused Innovation and Clean Product Safety Reshape Consumer Loyalty and Brand Strategies

Chart 19 - Goongbe: Clean Moisture Cream for Infants

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Focused Growth Likely to Persist as Consumers Prioritise Safety and Affordability

Hair Care to Anchor Expansion While Colour Cosmetics Accelerate Asian Influence

Trust-Based Digital Engagement and Accessible Innovation to Shape Competitive Positioning

Chart 23 - Analyst Insight for Beauty and Personal Care

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Inflation and Supply Challenges to Sustain Dominance

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Offline Retail Distribution

Social Commerce and Digital Trust Reshape Retail Dynamics for Mid to Premium Brands

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mens-grooming-in-myanmar/report.