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State of the Art



DISCOVER A SECTOR WITH POTENTIAL
FOOD & BEVERAGE

IN MYANMAR

FLANDERS INVESTMENT & TRADE MARKET SURVEY



FOOD & BEVERAGE IN MYANMAR

Discover a sector with potential

18.11.2020



1. COUNTRY BACKGROUND

General

- Country name : Republic of The Union of Myanmar (Burma)
- Population : 54 million
- Language : Myanmar
- Time zone : Offset with Belgium: +5:30 hours
- Area : 676,578 km²
(= 22.16 x Belgium)
 - Land : 653,508 km²
 - Water : 23,070 km²



Major cities

- Yangon (5.2 million)
- Mandalay (1.3 million)
- Naypyidaw (924,000)

Economy

- Currency : Burmese Kyat
- Exchange rate : 1 kyat = 0.00064 euro
- GDP (nominal) : 89 billion USD
- GDP per Capital : 1,407 USD
- Real GDP growth rate : 2.9% (2019)
- Ranking in terms of GDP : 73nd (2019)
- Inflation rate : 6.5% (2019)



GDP per sector

- Agriculture & Fisheries : 24.6% (2018)
- Industry : 32.3% (2018)
- Services : 43.2% (2018)

Key export industries

- Agricultural processing
- Wood and wood products
- Copper, tin, tungsten, iron
- Cement, construction materials
- Food products
- Jade and gems
- Fertilizers
- Petroleum and natural gas
- Pharmaceuticals
- Garments

impacts of the COVID-19 pandemic. The economy is expected to recover in 2021 to grow in a range of 4%-6%, in line with regional peers.

1.2 FOOD AND BEVERAGE LANDSCAPE

In recent years, the F&B (Food and Beverage) sector is the largest subsector with an average of 15% in total consumer spending. In 2018, Myanmar consumer spending was 39.69 billion USD (33.61 billion Euro). Euromonitor reports that Myanmar is one of the “20 Markets of the Future” that will offer the most opportunities for consumer goods companies. Packaged Food are expected to remain one of the largest categories, while hot drinks and soft drinks are forecasted to be the fastest growing categories.

Although the basic food for Myanmar people is rice and curry, their food habits have gradually transformed from traditional foods into modern foods (foreign fast foods and imported foods) in recent years due to the influence by the neighboring countries and western culture especially for urban citizens. The demand for premium food and beverages has been increasing by the strongly growing tourism sector (the expected number of tourists by 2020 amounts to 7.5 million) and expanding hospitality sector (hotels, restaurants and catering houses). Myanmar’s total import value for food and beverage almost quadrupled between 2005 and 2012 (415 million USD in 2005 versus 1.6 billion USD in 2012). During first six months of the financial year 2018-2019, 1018.59 million USD of food and 47.30 million USD of beverages and tobacco were imported out of a total import value of 9,859.32 million USD. Belgium exported food products worth 1,618.93 thousand USD in 2018 by WITS (World Integrated Trade Solution).

Besides the high consumer spending power, Myanmar’s food and beverage landscape is also growing thanks to the Government’s different initiatives to welcome foreign investment, international franchise, wholesale and retailed trading including incentives, and regulatory liberalization. Lotteria, a South Korean fast food brand, entered into Myanmar as the first entrant in 2013. Several international F&B brands have followed including KFC, Pizza Hut, Donut King, Bread Talk, Pizza Company, Gloria Jean’s Coffees ... Currently, the F&B franchise sector is dominated by Singaporean brands with multiple chains such as Pasta Mania, Manhattan Fish Market, Yakun, Chewy Junior, Breadtalk ... Besides, the international wholesale players like Metro from Germany and Makro as global brand established here to grab market opportunities, together with local trading and distribution conglomerates.

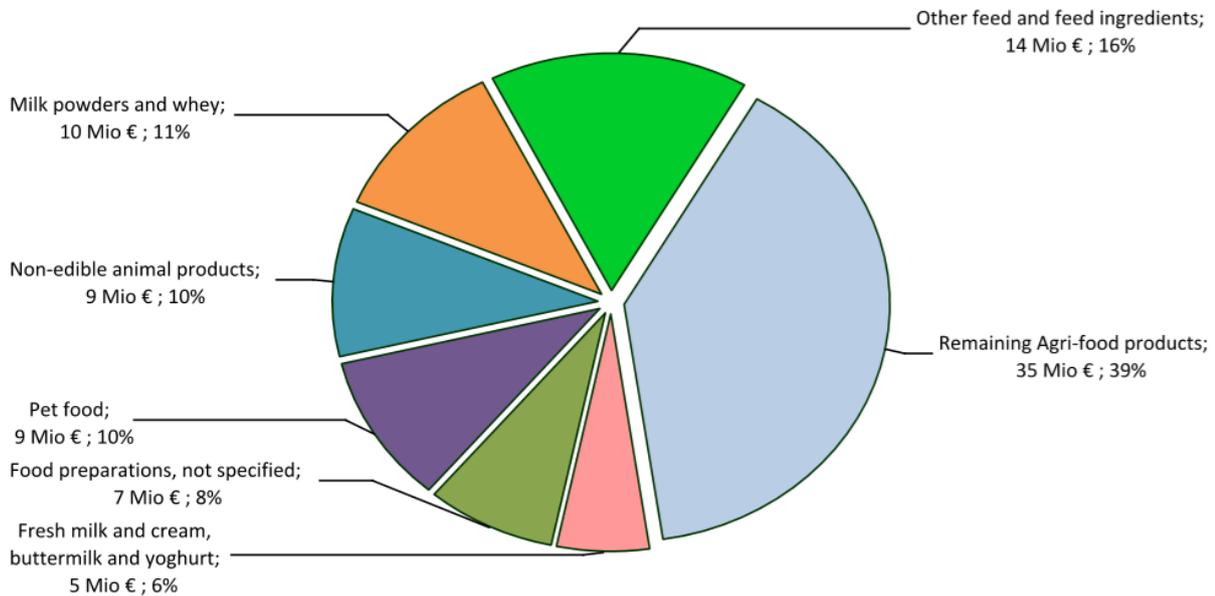
1.3 FOOD AND BEVERAGE IN TRADING PERSPECTIVE

According to the exporter guide 2019 by USDA (US Department of Agriculture), the top 3 commodities exported to Myanmar in 2017/2018 were:

1. Animal or Vegetables Fats, Oils, Waxes
2. Sugars and Sugar Confectionary and
3. Miscellaneous Edible Preparations.

Besides, the below chart shows the top 10 food commodities exported to Myanmar in 2017 and in 2018.





Mio € = Million Euro

Table 3: Top agri-food exports from EU to Myanmar 2019

Source: Agri-food Trade Statistical Factsheet European Union- Myanmar, European Commission, 2019

In 2019, the total value of imports from Belgium to Myanmar was 42,049,485 Euro (49,785,400 USD). Regarding, food products exports to Myanmar from Belgium, the below table shows details for the year 2019.

No	F&B products	Value (Euro)	Value (USD)
1	malt extract; food preparations of flour, meal, starch or malt extract, not containing cocoa or containing	845,979	998,574
2	milk and cream in solid forms, of a fat content by weight of <= 1,5%	471,924	557,048
3	malt (excl. roasted)	735,973	868,726
4	food preparations, n.e.s.	52,357	61,801
5	chocolate and other food preparations containing cocoa, in blocks, slabs or bars weighing > 2 kg or in liquid, paste..	87,357	103,114
6	cocoa powder, not containing added sugar or other sweetening matter	18,535	21,878
7	non-alcoholic beverages (excl. water, fruit or vegetable juices, milk and beer)	33,501	39,544

their products and services to match with local culture while creating a pleasant environment and providing convenient seating places and pleasant music. Apart from the franchise restaurant, a lot of individual restaurants are mostly specializing in local and Asian foods. About 120 European themed restaurants can be seen in Myanmar but no Belgian restaurant is yet established.

The growth of Myanmar's food delivery service is increasing because of the people's busy lifestyles and rising incomes together with the internet and smartphone penetration. The premier online food delivery service, Yangon Door2Door came into Myanmar since 2013. Popular food delivery services in Myanmar are Yangon Door2Door, Food2U, Hi-So Mall, Food Panda and Grab Food. They can be seen in metropolitan cities like Yangon, Mandalay and Nay Pyi Taw. During the COVID-19 pandemic, the restaurants, bars and tea shops have stopped allowing customers to dine in to prevent the transmission of COVID-19 but continue to accept take-away orders. That's why, they have partnered with food delivery services. Even though deliveries have the risk of infection between customers and delivery staff, the demand is still rising. Along with the change of customer's behaviors due to the pandemic, the market of food delivery service is larger than before.

1.5 FOOD PROCESSING SECTOR

The food processing sector in Myanmar is still at the beginning stage. Value-added processed foods are mostly imported such as canned or dairy products as Myanmar still needs to improve its food processing skills. Until June 2019, there were 29,118 food and beverage companies registered of which 57% are manufacturing companies. 14% of all F&B companies are large firms but most of the food processing companies are MSME (micro, small and medium enterprises) according to the Myanmar Micro, Small and Medium Enterprises survey.

Myanmar mostly processes basic raw commodities such as rice, beans, maize and other agricultural products and the excess products are exported. Beverages, bakery products, instant noodles, coffee, tea and ready to eat traditional meals are processed locally.

Traditional meals and domestic production of beverages including spirits, beer and soft drinks are growing faster than before because of the infusion of foreign direct investment. Some famous F&B processing companies in Myanmar are Myanmar Beer, Tuborg, Kirin, Chang, Carlsberg, Heineken, Coca-cola, Ve Ve Soft Drink, Queen Soft Drink, Shark Energy Drink, Redbull Energy Drink, Ready canned food, Yum Yum Instant Noodle, MaMa Instant Noodle, Mikko Instant Coffee, Super Instant Coffee, Premier Instant Coffee, Nestle, etc.

According to the National Export Strategy for 2020-2025 by Myanmar Government, food products that are manufactured and processed in Myanmar have been included as a part of value-added targeted for exports. According to multiple research, the industries that are expected to grow the most in Myanmar, not only in terms of domestic consumption but also in the area of Government support on foreign exports, are:

- Dairy products such as cheese, yogurts, milk and whipped cream
- Pie fillings
- Bakery products such as cereals and biscuits
- Chocolate



- Frozen meals such as frozen fries
- Soup
- Cookies
- Biscuits and wafers
- Processed meat.

As the number of bars, restaurants and food processing companies are increasing in these years, the demand of paper cups, bowls, bags packaging, canned packaging and other food packaging are expected to grow as well. They do not only need support in food processing and packaging but also in developing and connecting in the whole supply chain, starting from raw materials to production and distribution to the regional markets in order to be able to expand the processed sector in Myanmar.



2. SECTOR ANALYSIS

2.1 MEAT

The total meat production in Myanmar was 3.15 million tons in 2017 and 3.53 million tons in 2018. Commercial meat production in Myanmar is focused on poultry (broilers and layers), pork and beef.

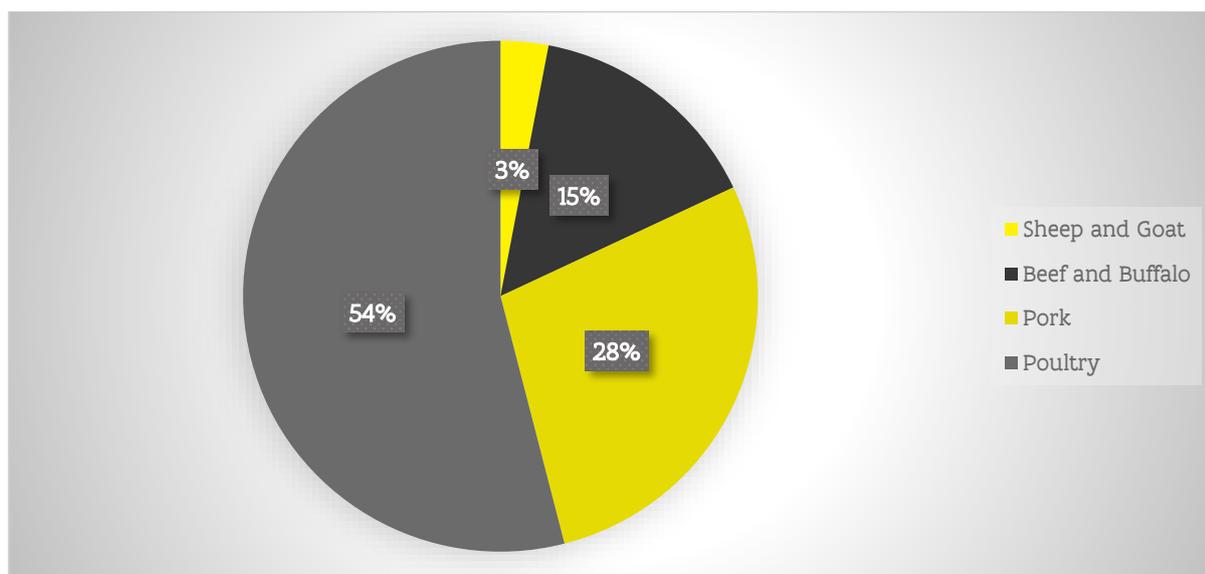


Table 6: Percentage of the total meat production in Myanmar 2018

Source: International Business Research, Food and Agriculture Organization of the United Nations (www.fao.org), 2018

Most of the local residences buy the meat from street market vendors; some buy from supermarkets, offer both local and imported meat. The prices of meat in street markets and the prices in supermarkets are usually different because the supermarkets have their own hygiene standards and also focus on meat quality. The following table shows that the average retail price of imported meat is normally higher than the one of local meat.

Financial Year	Mutton (MMK Per Viss)	Beef (MMK Per Viss)	Pork (MMK Per Viss)	Chicken (MMK Per Viss)
2016-2017	14,420.59	10,551.48	8,547.99	6,959.42
2017-2018	15,729.03	10,738.36	9,100.66	6,866.58
2018-2019 (October-May)	19,899.07	12,688.60	9,444.17	7,124.05
Financial Year	Mutton (USD Per Viss)	Beef (USD Per Viss)	Pork (USD Per Viss)	Chicken (USD Per Viss)

2016-2017	10.79	7.89	6.39	5.21
2017-2018	11.76	8.03	6.81	5.14
2018-2019 (October-May)	14.88	9.49	7.06	5.33

MMK = Myanmar Kyat (currency of Myanmar), Viss = Myanmar traditional unit of measurement (1 Viss = 3.6 pounds)

Table 7: Retail Prices of meat in Myanmar (1 MMK = 0.00075 USD, currency converter rate by 22 September 2020)

Source: Selected Monthly Economic Indicators, Ministry of Planning and Finance, 2019

According to the FAO statistics (Food and Agriculture Organization of the United Nations), the meat consumption per capita in Myanmar amounted to 8.6 kg per year in 2018. Locally produced meat is sufficient for local consumption; only a small amount of frozen meat is imported for the consumption at high-end hotels and restaurants.

Country	Value imported in 2019 (Thousand USD)	Share in Myanmar's imports	Quantity imported in 2019 (Tons)
World	5,798	100%	2,254
India	4,240	73.1%	2,120
Australia	1,152	19.9%	87
USA	363	6.3%	36
Austria	31	0.5%	8
Japan	9	0.2%	1
Thailand	2	0	2

Table 8: The Value and Quantity of Frozen beef into Myanmar in 2019

Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

Country	Value imported in 2019 (Thousand USD)	Share in Myanmar's imports	Quantity imported in 2019 (Tons)
World	540	100%	215
Spain	216	40%	128
Singapore	84	15.6%	25
Japan	65	12%	1
Thailand	63	11.7%	22
Republic of Korea	56	10.4%	24
USA	40	7.4%	5
China	10	1.9%	8
New Zealand	4	0.7%	2
Hong Kong, China	2	0.4%	1

Table 9: The Value and Quantity of Frozen pork into Myanmar in 2019

Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

Country	Value imported in 2019 (Thousand USD)	Share in Myanmar's imports	Quantity imported in 2019 (Tons)
World	444	100%	44
Australia	325	73.2%	34
China	104	23.4%	8
Japan	11	2.5%	0
New Zealand	4	0.9%	1

Table 10: The Value and Quantity of Frozen Meat of Sheep or Goats into Myanmar in 2019
Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

For the importation process, only the large cities like Yangon and Mandalay have several modern supermarkets with cold chain while others lack the infrastructure to handle and distribute. Most of the meat is imported by sea: mainly from Singapore that serves as the main logistics center for foreign meat shipment to Myanmar; part comes from the border but the Government currently prohibits the import of frozen meat at the Thai border because there are not enough facilities to conduct the safety tests on the meat.

2.2 DAIRY PRODUCTS

In 2019 Myanmar imported 6 million USD of dairy products while it produced less than 1 million USD of milk. Not only local brands (Walco, Silvery Pearl, TM, PEP, Fun Hwa ...) but also imported brands (like Cowhead, Embourg, Dutch Lady, Foremost ...) are stocked in supermarkets and some small shops in Myanmar. They are available primarily in major towns like Yangon, Mandalay and Nay Pyi Taw where the cold chain can be maintained.

Imported products include a range of processed/value added products like UHT (Ultra-High-Temperature) milk, condensed milk, evaporated milk, butter, cheese, ice cream and flavored yogurts, but also milk powder that is repackaged or used in the local production of condensed milk, yogurt etc. For example, Fonterra, a New Zealand dairy company, sells 3 tons of dairy product per month to Singapore-based bakery franchise BreadTalk in Yangon, which can be considered as the beginning of the Western-style dairy consumption in Myanmar.

Myanmar Government is receiving assistance from countries like Germany and New Zealand to boost the domestic dairy production. The former Government implemented seven international-standard dairy production farms in Nay Pyi Taw, Mandalay and Yangon with the help of New Zealand, which has been providing assistance to small cattle farms across the country. Moreover, the MDEP (Myanmar Dairy Excellence Programme) - a 6 million USD project by Myanmar Government and New Zealand Government - began in 2014 and is currently in under transition. The main purpose of this project is to handle the cold chain issues, to develop the capacity for farmers and service providers and to improve the quality of milk in Myanmar.



Milk

As long as the knowledge of communities further develops, earning capabilities improve and awareness about health and nutrition increases, the milk consumption will increase. The total annual milk production in 2018 was around 620 million kg which is still less than half of the national need.(85% of Myanmar's milk comes from small dairy farms according to the research of Synergia, consulting and training firm. To fulfil the gap between demand and supply, milk (including condensed and evaporated milk) was imported during the fiscal year 2017-2018 according to the data of Ministry of Commerce.

The main usage of milk in Myanmar is condensed milk (the consumption of condensed milk is at least ten times more than fresh milk consumption) because a big demand comes from tea shops across the country as Myanmar is famous for its local tea (similar to Indian Chi). Most of the condensed milk is imported as local production cannot compete with imported condensed milk in terms of price and quality. The main importers are Singapore, Malaysia and Thailand. According to the figures of the ministry of Commerce, 409 tons of condensed milk were imported by sea in a single week in July 2017. Locally sweetened condensed milk producers can be found in the upper regions of Myanmar (Mandalay, Monywa, Mektilla cities) as the farm-gate prices paid to farmers there are lower than other cities. Milk powder is widely used for making 3-in-1 tea and coffee sachets and for reconstitution of milk.

Cheese and Curd

Although the consumption of cheese and curd is minimal in Myanmar, the value of imports of cheese and curd in Myanmar was 6.2 million USD in 2019 according to the Trade Map Database. The top trading partners are New Zealand, Australia, USA, Thailand, France and Poland. The following table shows the value of imported cheese and curd per country in 2019.

Country	Value imported in 2019 (Thousand USD)	Share in Myanmar's imports	Quantity imported in 2019 (Tons)
World	6,240	100%	1,543
New Zealand	2,210	35.4%	408
Australia	1,084	17.4%	426
USA	664	10.6%	162
Thailand	580	9.3%	69
France	287	4.6%	213
Poland	262	4.2%	46
Denmark	212	3.4%	58
Austria	194	3.1%	29
Italy	172	2.8%	13
Germany	153	2.5%	28
Vietnam	109	1.7%	38
Netherlands	99	1.6%	12

UK	86	1.4%	10
Republic of Korea	45	0.7%	13
Indonesia	42	0.7%	8
Croatia	15	0.2%	5
Malaysia	11	0.2%	2
Belgium	7	0.1%	2
Japan	4	0.1%	1
Eswatini	3	0%	0

Table 11: The Value and Quantity of imported Cheese and Curd into Myanmar in 2019

Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

2.3 CONFECTIONERY

The Myanmar confectionery market is still developing. Not only many foreign brands but also local brands are seen in supermarkets including sugar candies, chocolates, sweets, biscuits, etc. The South Korean conglomerate company Lotte has bought a 80% share of L&M Mayson Co., Ltd, a dominant company in the Myanmar cake and confectionery sector, and thus entered the Myanmar's food industry. Lotte's confectionery products like Pepero, Choco Pie and Custurd are now available in supermarkets. Lotus biscuits from Belgium is also found in the market.

According to Trade Economy data, the import value of sugar confectionery was 5.22 million USD in 2018 and 6.37 million USD in 2019. According to data of Trade Statistics for International Business Development, 34,682 tons (worth 7.6 million USD) of Bread, Pastry, Cakes, Biscuits and other Bakers' wares were imported into Myanmar in 2019. The following table shows the value and quantity imported of these products by country in 2019.

Country	Value imported in 2019 (Thousand USD)	Share in Myanmar's imports	Quantity imported in 2019 (Tons)
World	76,582	100%	34,682
Indonesia	44,462	58.1%	20,627
Malaysia	12,987	17%	5,186
Vietnam	9,564	12.5%	3,169
Thailand	4,079	5.3%	2,665
China	1,442	1.9%	1,779
Republic of Korea	642	0.8%	151
USA	507	0.7%	72
Italy	467	0.6%	91
India	450	0.6%	258
France	279	0.4%	52

Austria	275	0.4%	35
Bangladesh	190	0.2%	160
Philippines	281	0.2%	111
Spain	150	0.2%	56
Taipei, China	150	0.2%	50
Turkey	90	0.1%	82
Japan	87	0.1%	9
Australia	85	0.1%	8
New Zealand	82	0.1%	20
Denmark	61	0.1%	11
UK	48	0.1%	4
Singapore	47	0.1%	13
Germany	45	0.1%	8
Belgium	45	0.1%	5

Table 12: The Value and Quantity of imported Bread, Pastry, Cakes, Biscuits and other Bakers' wares into Myanmar in 2019

Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

Chocolate

Not only Flemish chocolate brands (The Belgian Chocolate, Guylians Belgian Chocolate and Belcolade) but also other famous foreign brands (Hershey's, Ferrero Rocher and others) can be seen on the Myanmar market. The Belgian chocolates are started to be using in some bakeries and confectionary shops (Mr.Jones' Orphanage Myanmar, O'Thentic Brasserie, Shwe Cocoa and STK bakery supply shop) in Myanmar. Moreover, KFC Myanmar also launched the Belgian chocolate ice-cream in May 2020.

Although Myanmar imported chocolate worth 5.56 million USD in 2018 and 6.79 million USD in 2019, there is only one domestic chocolate and cocoa brand "Ananda Cocoa & Coffee"; they are distributing to the local and foreign market. The following table lists the Value and Quantity of imported Chocolate and other food preparations containing cocoa into Myanmar in 2019:

Country	Value imported in 2019 (Thousand USD)	Share in Myanmar's imports	Quantity imported in 2019 (Tons)
World	6,790	100%	1,830
Malaysia	2,113	31.1%	534
India	915	13.5%	442
Italy	747	11%	82
Thailand	695	10.2%	230
Australia	503	7.4%	58
Vietnam	371	5.5%	144
Indonesia	323	4.8%	135

Belgium	290	4.3%	43
China	268	3.9%	56
Singapore	180	2.7%	18
Germany	90	1.3%	11
Eswatini	85	1.3%	4
Poland	44	0.6%	1
Turkey	42	0.6%	33
USA	37	0.5%	25
France	12	0.2%	1
Mexico	12	0.2%	1
United Arab Emirates	10	0.1%	3
Republic of Korea	10	0.1%	1
Spain	9	0.1%	4
UK	8	0.1%	1
Canada	7	0.1%	0
Denmark	6	0.1%	0
Switzerland	5	0.1%	1

Table 13: The Value and Quantity of imported Chocolate and other food preparations containing cocoa into Myanmar in 2019

Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

Myanmar just has some small cocoa production in Thanintharyi Region, Kayin state and Mon state located in the south due to its acidic soil. Dyna Grow Co.,Ltd, a French company, has engaged in contact farming and signed an agreement with local farmers to plant about 30,000 trees in 2017. Moreover, they also planned to extend the plantation in Dawei in the south. Although cocoa plantation is currently low, it has expanded every year. So, the investors will be interested to develop cocoa plantations and production in Myanmar.

2.4 PACKAGED FOODS

According to the Eurocham's Consumer Good Guide 2020, the Myanmar packaged F&B market is estimated to be worth 5 billion USD by 2020, increasing from approximately 3 billion USD in 2018, with remarkable growth opportunities for international brands. And the retail sales in the packaged food market in Myanmar were approximately 1.7 billion USD in 2016 and are forecasted to reach over 3.1 billion USD in 2021.

Some examples of packaged foods are instant noodles, potato chips, snacks, ready-to-eat meals, breakfast cereals, chocolate and other foods that are sealed in a box, bag, can or other container. As the number of bars, restaurants and food processing companies are increasing, the demand of paper cups, bowls, bags packaging, canned packaging and other food packaging are expected to grow as well. Furthermore, many packaging firms are interested to invest in Myanmar due to growing GDP and untapped market opportunities. The major players of packaging companies in Myanmar are:



The consumption of beer per capita was 6.0 liters in 2016 and that was still very low compared to Japan and other Southeast Asian countries. In Myanmar, the Government only legally permitted hotels and duty-free outlets to import beer since 2015 with 60% of tax rate. The following table shows the value and quantity of the imported beer made from malt into Myanmar in 2019.

Country	Value imported in 2019 (Thousand USD)	Share in Myanmar's imports	Quantity imported in 2019 (Tons)
World	183	100%	34
Singapore	122	66.7%	17
France	46	25.1%	10
Italy	9	4.9%	2
Spain	5	2.7%	5

Table 15: The Value and Quantity of Imported Beer made from malt into Myanmar in 2019

Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

Since the consumption of beer is high and the import is limited, the local production of the beer has been growing rapidly, by 50,328,718 gallons from October 2018 to May 2019 according to the selected monthly economic indicators 2019 of the Ministry of Planning and Finance.

The most dominant local player is MBL (Myanmar Brewery Limited) and they are producing, distributing and selling the Myanmar Beer and Andaman Gold for over 20 years with an almost 80% share of the Myanmar beer market. Kirin Holdings, a Japan-based brewery company acquired a 55% stake in MBL in 2015 and launched a locally produced Kirin Ichiban brand in 2016. Kirin also invested 4.3 million USD in MEHL (Myanmar Economic Holdings Limited), owned Mandalay Brewery, Mandalay Spirulina Beer and the brewer of Mandalay Lager Beer in lately 2017. In 2015, Heineken, a Dutch brewing company launched a 60 million brewery with its joint venture partner APB Alliance Brewery in Myanmar and produced Tiger, Heineken, ABC and Regal Seven. Carlsberg, the Danish brewery company, launched Carlsberg, Tuborg and Yoma with the completion of its 70 million USD factory in Myanmar. In October 2019, Emerld Brewery, a JV between Singapore's F&N (Fraser and Neave) and an affiliate of Myanmar's Shwe Than Lwin, entered as a new player with the F&N's capital investment of 70 million USD and produced the Thailand's Chang beer in Myanmar with the capacity of 500,000 hectoliters and distributes across the country. Myanmar's first craft beer microbrewery Burbrit opened in January 2017.

The illegal trading of beer is still strong in Myanmar due to the limitation on importation of beer and high taxation rate. Euromonitor estimated 30% of the Myanmar beer market (1 million hectoliters) is from smuggled beer, mainly from Thailand (80%) and China (20%). The main smuggling routes for illicit beer are Myawaddy, Kaw Thaug, Tachileik and Muse. Smuggled beer brands are widely available, openly transported, stored and promoted, especially in rural areas and border towns, where local beer brands face distribution challenges due to infrastructure.



Ireland	11	0.1%	1
Mexico	8	0.1%	1
Germany	7	0.1%	1

Table 16: The Value and Quantity of Imported Spirits, Liqueurs and Other Spirituous Beverages into Myanmar in 2019

Source: Trade Map, Trade Statistics for International Business Development (www.trademap.org), 2019

Myanmar Rum, Mandalay Rum and Grand Royal Whisky are the famous local brands in Myanmar. In 2019 Pernod Ricard, a French spirit giant company, took a 34% stake in Seagram MM Holdings, the holding company of Seagram Myanmar company, a subsidiary with the following whisky brands: Seagram High Class and Seagram Imperial Blue). They will produce and distribute whisky in Myanmar.

This market will become more competitive now Myanmar Government has allowed the import of foreign spirits into Myanmar.

2.6 NON-ALCOHOLIC BEVERAGES

Soft Drinks

Energy drinks are gaining popularity as well as sweet soft drinks which are currently thriving on the Myanmar market. Carbonated drinks and juices are the second largest category followed by energy drinks. The Myanmar energy drinks sector is dominated by imported products from Thailand such as Red Bull, Carabao, etc. There are also some local brands such as Asia's Fire Dragon, Asia's Lion, etc. The demand of energy drinks remains concentrated in Metropolitan cities like Yangon and Mandalay.

In recent years, international brands are imported into Myanmar and they are also increasingly setting up factories.

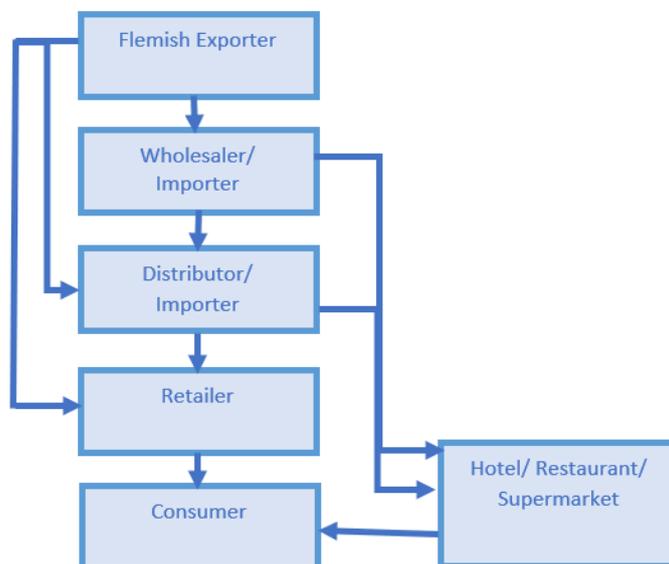
In March 2014, Loi Hein, one of the big local players and the manufacturer of Alpine water, Blue Mountain soft drink and Shark energy drink, made a JV with the Japan-based Asahi Group in order to form a major new soft drinks company in Myanmar. The Asahi Group invested approximately 22 million USD to acquire a controlling 51% share. After the sanctions were lifted, the Coca-Cola Company entered the Myanmar market under Myanmar's Foreign Investment Law as one of the first USA companies and invested approximately 200 million USD in a bottling plant and an installation of a hot fill manufacturing process. Currently Coca-Cola is producing Coca-Cola, Coke Zero, Minute Maid Refresh drink, Heaven & Earth Ice Tea and Aquarius sports drink in Myanmar. Pepsi, one of the famous US soft drink brands re-entered Myanmar including Pepsi, 7-Up and Mirinda in 2014. Yakult, the Japan-based probiotics drinks maker, invested in a 47 million USD factory in 2016 in Myanmar's Thilawa Special Economic Zone. One of the big international brands, Nestlé sat up a 25 million USD factory in 2018 in the Dagon Industrial Zone to manufacture Nescafé, Milo and Bear Brands in Myanmar.

3.2 RETAIL AND WHOLESALE AS THE MARKET ENTRIES

For the importation process into Myanmar, majority of imported products come by sea via Yangon port and some arrive into Myanmar across inland borders through Thailand and China. The imported food products are mainly handled by partners based in the country upon arrival, working with professional local partners such as importers, distributors, retailers and wholesalers with industry knowledge and established networks are generally the best way for Flemish food and beverage exporters. This will be advantageous to tackle the market and to build up market contacts, through regulatory and procurement processes and identify emerging opportunities.

Importers who aim to enter the Myanmar market should plan a preliminary visit to meet potential partners and once a relationship between importers and local partners is established, regular visits per year should be made in order to keep relationship and develop new leads. In addition, attending the trade shows in the region is also a useful way to attract the buyers, distributors and retailers. As a new entrant in Myanmar, it is important to attract consumers first, before large orders can be expected. In order to promote new products, promotional activities, POS (point of sales) and product sampling events are recommended. Advertising in social media is also effective especially through Facebook, the most useful one in Myanmar.

Myanmar's distribution system structure:



Myanmar's retail and wholesale market is made of traditional and modern distribution. There are currently over 300,000 retail stores in Myanmar according to the Myanmar Retailer Association.

Traditional trade, which is associated with a spread-out distribution network of small retailers, dealers, wholesalers and distributors, forms the backbone of the Myanmar consumer market. The Myanmar Wet Market, commonly used in every township, is normally open in early mornings and sometimes in evenings. The Wet market is an outdoor market place that sells fresh meat, chicken, fish, fruits, vegetables, flowers, spices, certain grocery items and some seasonally imported fruits from border areas. Popular wholesales wet markets in Yangon are Thiri Mingalar Market and Danyingone Wholesale Market. 90% of the households in Myanmar still depend on the wet market for their daily meals.

The Modern market, including supermarkets, hypermarkets and convenience stores (mostly owned by local businesses) is growing rapidly in recent years as consumer behaviors and purchasing power continue to change. They typically offer a better shopping experience than the traditional market, with air-conditioning, organized aisles, large floor space, computerized checkout system and often competitive prices. The top 10 retailers in 2018 in Myanmar were: City Mart, Marketplace by City Mart, Ocean, Aeon Orange, Capital Hyper Market and Super Market, Sein Gay Har Super Market, Pro-mart, SuperOne and Gandarmar Wholesale. City Mart Holdings is the biggest retail operator with more than 180 outlets which are mostly convenience stores.

Although the current market is dominated by local conglomerates, there are plans to increase the numbers of supermarkets and convenience stores are there too. Between July 2018 and December 2019 the Ministry of Commerce permitted 34 foreign wholesale and retail businesses and 27 joint ventures between foreign foreigners and local citizens. Examples of foreign investments in the Myanmar modern market:

1. Metro, a German-based wholesale company, was officially launched in March 2019 and is serving the needs of HoReCa (hotels, restaurants and caterers) in Myanmar;
2. Makro is an international brand of warehouse clubs, operating with 12,000 products in Yangon Region;
3. Nestlé, a Swiss-based multinational F&B processing company, launched its factory in Yangon in 2018 to manufacture products that were previously imported from the countries where their factories are located;
4. Unilever, a British-Dutch multinational consumer goods company, re-entered into Myanmar in 2013 with its new manufacturing facility.

4. SECTOR-RELATED REGULATORY ENVIRONMENT

The main regulatory institutions for foreign companies are:

- the MIC (Myanmar Investment Commission)
- the DICA (Directorate of Investment and Company Administration)
- the Ministry of Commerce
- UAGO (Union Attorney General Office) and
- the Central Bank of Myanmar,

under supervision of MIL (Myanmar Investment Law), Myanmar Companies Law, The Environment Conservation Law and Foreign Exchange Management Act.

- Along with the above mentioned institutions, the key concerned ministry for the F&B sector is MOHS (Ministry of Health and Sports Myanmar) and under MOHS, there is a separate department, FDA (Food and Drug Administration Department) that aims to ensure the safety and quality of Food, Drugs, Medical Devices and Cosmetics in the country.

4.1 THE EXPORT AND IMPORT LAW

The Export and Import Law in Myanmar was conducted on September 17, 2012. Under the Notification No. 25/2018 of the Export and Import Law, the Ministry of Commerce allowed domestic retail and wholesale services within Myanmar by 100% foreign companies, 100% local firms and JV companies with few restrictions. Doing mini-market, convenience store and the floor area must be below 10,000 sq.ft (square feet) or 929 sq.m (square meter) is prohibited to foreign investors according to MIC's Notification No.15/2017. Alcohol imports have been under restrictions since 1995 to support domestic production. In 2015, the Government legally allowed only hotels and duty-free shops to import spirits. According to the MIC's Notification No.38/2020 on May 25, 2020, Myanmar companies are allowed to legally import foreign alcohol into Myanmar to control and prevent illegally imported liquor through the black market but beer still remains a prohibited item for import. Following this Notification No.38, the General Administration Department had been drafting an Excise Law to regulate the distribution and sale of foreign liquor within Myanmar. Also on May 25, 2020, the Ministry of Commerce issued the Notification No. 39/2020 to provide the detailed guidance on licensing rules and requirements for alcohol importation. The importation by duty-free shops and hotels are not subject to this law.

Food Import Procedures in Myanmar

To import goods into Myanmar, a company must register itself with DICA (www.dica.gov.mm). For overseas companies, the DICA recently created a digital single clearance window for registration called the OSS (One Stop Service). Once registered with the DICA, a company must then register with Myanmar's Department of Trade (under the Ministry of Commerce). All importers are also required to join the UMFCCI (Union of Myanmar Federation of Chambers of Commerce and Industry).

The Ministry of Commerce issues import licenses for most food products and the FDA is responsible for inspecting and clearing imported food at the border or ports. Importers must obtain a food import license for each product line being imported. Food import licenses will only be issued if the importer presents a food safety recommendation, issued by FDA for each food product. A limited number of products require a recommendation from the newly formed Meat Inspection Board and the Ministry of Livestock and Fisheries, including fresh meat and fish products.

Myanmar calculates tariffs on imported items based on (1) the classification of the imported goods; (2) the valuation of the imported goods and; (3) the origin of the imported goods. Tariffs on imported goods in Myanmar range from 0 to 40 percent. A list of commodities and their necessary documents and 8-digit HS (Harmonized System) Codes can be found on Myanmar's Trade Portal Website (www.myanmartradeportal.gov.mm).

** Importers should diligently monitor any changes in Myanmar's FTAs (Free Trade Agreements) and trade regulations as the regulatory landscape is changing rapidly **



4.2 FOOD LABELLING REQUIREMENTS

No. (2) and (7) must be displayed in Myanmar official language or Myanmar official language and another language.

Below you find an overview of food and beverage related items that must be displayed in the Myanmar official language.

Product	Direction to use	Direction to maintain	Advance warning	Side Effect
Food				
1.Juice & Jam	✓	✓	✓	✗
2.Milk & Dairy Products	✓	✓	✓	✗
3.Meat & meat products	✓	✓	✓	✗
4.Eggs & eggs products	✗	✓	✓	✗
5.Canned Food	✓	✓	✓	✗
6.Various Cooking Oils	✗	✓	✓	✗
7.Various instant coffee & tea	✓	✓	✓	✗
8.Various instant noodle	✓	✓	✓	✗
9.Ready-made foods	✓	✓	✓	✗
10.Frozen foods	✓	✓	✓	✗
11.Purified water	✗	✓	✗	✗
12. spicy aroma	✓	✓	✓	✗
13.Various sauces	✓	✓	✓	✗
14.Snacks	✓	✓	✓	✗
15.Baby nutrition products	✓	✓	✓	✗
16.Ingredients in betel nut	✓	✓	✓	✓
17.Cigarettes	✗	✓	✓	✗
18.Alcohols	✗	✓	✓	✗
19.Packaging Foods	✓	✓	✓	✗

Table 17: The list of trademark which must be displayed in the Myanmar official language
Source: Labelling Under Consumer Protection Law, Department of Consumer Affairs, 2019

4.3 UNION TAX LAW (SPECIFIC GOODS TAX)

SGT (Specific Goods Tax) means setting the additional taxes for certain products like cigarettes and alcohol. The 2019 Union Tax Law provided the updated SGT on certain specific goods and clarified the determination of SGT for imports. Changes to SGT tax tier and rates can be checked in the table below.

	Tax rates (under 2019 UTL)			
	If the liter value is:			
Various kinds of alcohols	Liters value tier in MMK	SGT in MMK	Liters value tier in USD	SGT in USD
	From 200 to 1,000	170 per liter	From 0.14 to 0.72	0.12 per liter
	From 1,001 to 2,000	424 per liter	From 0.72 to 1.44	0.31 per liter
	From 2,001 to 3,000	707 per liter	From 1.44 to 2.16	0.51 per liter
	From 3,001 to 4,000	990 per liter	From 2.16 to 2.88	0.71 per liter
	From 4,001 to 5,000	1,273 per liter	From 2.88 to 3.60	0.91 per liter
	From 5,001 to 6,000	1,555 per liter	From 3.60 to 4.32	1.12 per liter
	From 6,001 to 7,000	1,838 per liter	From 4.32 to 5.04	1.32 per liter
	From 7,001 to 8,000	2,121 per liter	From 5.04 to 5.76	1.53 per liter
	From 8,001 to 9,000	2,404 per liter	From 5.76 to 6.48	1.73 per liter
	From 9,001 to 10,000	2,686 per liter	From 6.48 to 7.20	1.93 per liter
	From 10,001 to 11,000	2,969 per liter	From 7.20 to 7.92	2.14 per liter
	From 11,001 to 12,000	3,252 per liter	From 7.92 to 8.64	2.34 per liter
	From 12,001 to 13,000	3,535 per liter	From 8.64 to 9.36	2.54 per liter
	From 13,001 to 14,000	3,817 per liter	From 9.36 to 10.08	2.75 per liter
	From 14,001 to 15,000	4,100 per liter	From 10.08 to 10.80	3.00 per liter
From 15,001 and above	60% of one liter's value	From 10.80 and above	60% of one liter's value	
Various kinds of wines	Liter value tier in MMK	SGT in MMK	Liter value tier in USD	SGT in USD
	Up to 750	81 per liter	Up to 0.54	0.058 per liter
	From 751 to 1,500	244 per liter	From 0.54 to 1.08	0.18 per liter
	From 1,501 to 2,250	406 per liter	From 1.08 to 1.62	0.30 per liter
	From 2,251 to 3,000	569 per liter	From 1.62 to 2.16	0.41 per liter
	From 3,001 to 3,750	732 per liter	From 2.16 to 2.70	0.53 per liter
	From 3,751 to 4,500	894 per liter	From 2.70 to 3.24	0.64 per liter
	From 4,501 to 6,000	1,138 per liter	From 3.24 to 4.32	0.82 per liter
	From 6,001 to 7,500	1,463 per liter	From 4.32 to 5.40	1.10 per liter
	From 7,501 to 9,000	1,788 per liter	From 5.40 to 6.50	1.30 per liter
	From 9,001 to 10,500	2,113 per liter	From 6.50 to 7.60	1.52 per liter
From 10,501 to 13,500	2,600 per liter	From 7.60 to 9.72	1.87 per liter	



	From 13,501 to 16,500	3,250 per liter	From 9.72 to 11.88	2.34 per liter
	From 16,501 and above	50% of one liter's value	From 11.88 and above	50% of one liter's value

Table 18: Determination of SGT upon importation of specific goods (1 MMK = 0.0072 USD, 16 July 2020)
Source: Myanmar introduces a tax amnesty and other significant changes under the 2019 UTL, DFDL Myanmar, 2019

In August 17 2020, IRD (Internal Revenue Department) announced that businesses which would like to import the foreign liquor are required to obtain a Government A1 tax stamp on imported products. If not, they will take action against the possessing, storing, distribution, retail and wholesale of foreign alcohol without the stamps according to Specific Goods Tax Law.

4.4 CONSUMER PROTECTION LAW

Myanmar’s new Consumer Protection Law was enacted on March 15, 2019, repealed the previous Consumer Protection Law of 2014. The Product Labelling Notification No.1/2018 which was issued by the Central Committee in October 2018, was also refined under this law.

The following facts are required in the new law including the labelling:

1. Trademarks of the goods
2. General name of good, size, net weight, quantity, storage instructions and directions for use
3. Manufacturing date, expiration date and batch number
4. Name and address of the importer and manufacturer for imported goods
5. Place of production and place of repackaging for imported goods
6. Name, type and quantity of raw materials and ratio of the ingredients
7. Side effects, allergy alert or warning
8. Any other facts required by relevant Government departments.

5. OPPORTUNITIES AND CHALLENGES

As Myanmar is a developing country and there are various economic and political transformations, a number of international investors and traders are facing some challenges while exploring opportunities.

Opportunities

- Since the democratic reform took place in 2011, Myanmar is identified as Asia’s last economic frontier and one of the fastest growing and promising economies in Asia Pacific.
- Currently, the largest part of the population still lives in rural areas. However, urbanization is set to drive because of the proliferate and also the consumption will continue to increase. Moreover, since many foreign companies invest and enter into Myanmar F&B sector, the lifestyles and the

company to import the alcohol spirits to reduce the illegal trade but the beer is still under the restriction for importation.



6. SECTOR RELATED EVENT (2020/2021)

Event:	Food and Hotel Myanmar
Category:	Trade Show
Date:	9 – 11 June 2021
Location:	Fortune Plaza, Myanmar Expo Hall, Yangon, Myanmar
Profile:	Food & Hotel Myanmar is an event for food and beverage industries. This event shows products like food and beverages, tea and coffee, wine and spirits, food servicing, food service equipment, kitchen equipment and supplies, hospitality equipment and supplies, spa services, lifestyle services, wellness services, hospitality services and technologies.
Website:	https://10times.com/food-hotel-myanmar
Cycle:	Once a year

Because of the COVID-19 outbreak all around the world, the schedules of the events in 2020 may be changed and you can kindly check the updated schedule in the given links.

7. SECTOR RELATED INSTITUTIONS

7.1 GOVERNMENT CONTACTS

Name:	Department of Food and Drug Administration, Myanmar
E-mail:	fda@mohs.gov.mm Fdanpt1@gmail.com
Website:	www.fda.gov.mm
Ph Number:	(+95) 67 403609
Address:	Ministry of Health and Sports, Pyigy Zayyar Road (in front of Sabel Housing), Zayyar Thiri Ward, Zabu Thiri Township, Nay Pyi Taw, Myanmar

Profile: The Food and Drug Administration (FDA) was established in 1995 as one of the divisions under the Department of Health. The aim of the department is to ensure the safety and quality of Food, Drugs, Medical Devices and Cosmetics in the country. FDA is responsible for issuing GMP certificate for local food manufacturing businesses, import and export recommendation, import and export health certification. Drug control activities include marketing authorization for new product, variation of existing authorization, quality control laboratory testing, adverse drug reaction monitoring, Good Manufacturing Practice inspection and licensing of manufacturers, wholesalers, enforcement activities, drug promotion and advertisements. FDA issues notification and import recommendation of medical devices and notification of cosmetics.

8. CONCLUSION

Since the Myanmar's economic opening in 2011, the foreign F&B businesses started to invest and trade into the Myanmar's market. Although Myanmar is a newly growing market in Southeast Asia, plenty of opportunities are existing in the food and beverages industry as the Myanmar's gourmet culture is in full development.

Myanmar consumer continues to demonstrate an openness to new products and services, even as they remain value-conscious in their purchasing decisions. Today, there are a number of foreign brands that are already established in Myanmar in different forms such as sole investors, partnership with local investors, and/or with local importing and distribution partners.

Although there are opportunities for companies to introduce new value propositions to the market, the flip side is that investments will need to be made to secure long-term brand loyalty and ensure recall by the consumer: this edition of the survey revealed that several new brands are appearing to gain a foothold in consumer recall, surpassing its competitors with widespread and innovative marketing and promotional campaigns. To conclude, it is forecasted that Myanmar will be the next profitable destination for global food and beverage businesses.

9. ANNEXES

9.1 ANNEX 1

Deloitte's Myanmar took the consumer survey mainly focus in big 3 cities (Yangon, Mandalay and Mawlamyine) in Myanmar.

Products/Services	Gender	Location	Total monthly household income (Million MMK)	Age group
Beverages (Non-alcoholic) (n=292)	Male: 47% Female: 50%	Yangon: 38% Mandalay: 57% Mawlamyine: 65%	Less than 0.2: 45% 0.2-0.5: 50% 0.5-1: 50% 1-1.5: 55% 1.5-3: 43% More than 3: 42%	15-24: 59% 25-34: 47% 35-49: 46% 50-64: 36%
Packaged Foods (n=297)	Male: 45% Female: 54%	Yangon: 45% Mandalay: 52% Mawlamyine: 58%	Less than 0.2: 42% 0.2-0.5: 52% 0.5-1: 52% 1-1.5: 51% 1.5-3: 48% More than 3: 47%	15-24: 52% 25-34: 52% 35-49: 49% 50-64: 40%

Table 19: Breakdown of survey respondents who have tried new products and services in the past year
 Source: Deloitte's Myanmar Consumer Survey, Deloitte's Myanmar, 2019

9.2 ANNEX 2

Total monthly household income (Million MMK)	Beverages (Alcoholic)		Beverages (Non-alcoholic)		Confectionery		Packaged Foods	
	Local	Foreign	Local	Foreign	Local	Foreign	Local	Foreign
Overall	70%	30%	74%	26%	87%	13%	69%	31%
Less than 0.2	79%	21%	86%	14%	94%	6%	84%	16%
0.2-0.5	69%	31%	74%	26%	85%	15%	65%	35%
0.5-1	71%	29%	72%	28%	85%	15%	72%	28%
1-1.5	60%	40%	71%	29%	89%	11%	67%	33%
1.5-3	70%	30%	72%	28%	81%	19%	62%	38%
More than 3	72%	28%	66%	34%	89%	11%	66%	34%

Table 20: Preferences for Local and Foreign brands by monthly household income level
 Source: Deloitte's Myanmar Consumer Survey, Deloitte's Myanmar, 2019

City	Beverages (Alcoholic)		Beverages (Non-alcoholic)		Confectionery		Packaged Foods	
	Local	Foreign	Local	Foreign	Local	Foreign	Local	Foreign
Overall	70%	30%	74%	26%	87%	13%	69%	31%
Yangon	63%	37%	70%	30%	83%	17%	63%	37%
Mandalay	78%	22%	83%	17%	91%	10%	81%	19%
Mawlamyine	77%	23%	71%	29%	93%	7%	63%	37%

Table 21: Foreign and Local brand preferences by city
 Source: Deloitte's Myanmar Consumer Survey, Deloitte's Myanmar, 2019

9.3 ANNEX 3

Product	Local price (wet market) Kyat/Kg	Import Price Kyat/Kg	Retail (Supermarkets) Kyat/Kg
Pork Loin	6000-7500	8000-10000	15000-20000
Pork Belly	4000-6000	10000-13000	15000-20000
Pork Rib	4000-6000	7000-10000	15000-20000

Table 22: Main Pork meat sales prices and estimated margins (lowest to highest price)
 Source: International Business Research, Netherlands Enterprise Agency- RVO, 2018

9.4 ANNEX 4

		Value Mio Euro					%	
		2015	2016	2017	2018	2019	Share in all Agri 2019	Change 2018-2019
1	Other feed and feed ingredients	2	0	6	9	14	15.7	55.6
2	Milk powders and whey	5	5	7	7	10	11.2	42.9
3	Non-edible animal products	4	1	1	3	9	10.1	200.0
4	Pet food	6	9	10	7	9	10.1	28.6
5	Food preparations, not specified	5	4	4	11	7	7.9	-36.4
6	Fresh milk and cream, buttermilk and yoghurt	1	2	3	3	5	5.6	66.7
7	Infant food and other cereals, flour, starch or milk preparations	2	4	4	3	3	3.4	0.0
8	Oilcakes			0	0	3	3.4	
9	Odoriferous substances	0	2	2	2	3	3.4	50.0
10	Eggs and honey	1	1	0	1	3	3.4	200.0
11	Malt	1	1	1	1	2	2.2	100.0
12	Wheat	0			0	2	2.2	
13	Wine, vermouth, cider and vinegar	1	2	2	2	2	2.2	0.0
14	Offal, animal fats and other meats, fresh, chilled and frozen			2	2	2	2.2	0.0
15	Waters and soft drinks	0	0	0	1	2	2.2	100.0
16	Gums, resins and plant extracts	0	0	0	1	2	2.2	100.0
17	Cheese	1	1	1	1	2	2.2	100.0
18	Olive oil	1	1	1	2	1	1.1	-50.0
19	Pasta, pastry, biscuits and bread	1	1	1	1	1	1.1	0.0
20	Chocolate, confectionery and ice cream	0	0	1	0	1	1.1	
	Remaining Agri-food products	3	5	4	10	6	6.7	-40.0

Table 23: Evolution of 20 top EU Agri-food exports to Myanmar 2015-2019

Source: Agri-food Trade Statistical Factsheet European Union-Myanmar, European Commission, 2020

10. ANNEXES/WEBSITES

- i. Eurocham Myanmar- Consumer Goods Guide 2020
- ii. <https://www.mmtimes.com/business/9861-asahi-to-enter-myanmar-in-new-soft-drinks-deal.html>
- iii. <https://www.mmtimes.com/news/yakult-bets-myanmar-market-further-growth.html>
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