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FOOD & BEVERAGES IN MYANMAR

FLANDERS INVESTMENT & TRADE MARKET SURVEY

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FOOD & BEVERAGES IN
MYANMAR

Publication date / December 2022

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1. ECONOMY AT A GLANCE

Myanmar, is the second largest country in Southeast Asia featuring a land-mass of 676,578 square kilometers, bordering 5 countries: India, Bangladesh, China, Thailand and Laos and counting a total population of 57.5 million people. Its strategic location offers access to 40% of the world's population at its borders.

After 50 years of isolation, Myanmar has re-emerged onto the global stage in 2011, as the 70th largest economy in the world(USDA, 2021). Gross Domestic Product GDP reached 76 billion USD in 2020. In 2021-2022, the total trade was 30.34 billion USD with 15.48 billion USD in exports and 14.86 billion USD imports. In the period April-July 2022, the total trade was 11.25 billion USD, with 5.69 billion USD exports and 5.56 billion USD imports, by Ministry of Commerce. The largest commodity group for exports was manufactured products, whereas the highest value imported product was refined mineral oil. China was Myanmar's largest trading partner for both imports and exports, followed by Thailand, Singapore, India, Japan, South Korea, and Hong Kong.

A severe COVID-19 wave, followed by a military coup in February 2021, caused significant disruptions in industrial activities. Euromonitor reports that the economy contracted with 1.5% in 2021, yet is expected to expand by an average annual real rate of 2.8% over the medium term. Flemish companies are advised to monitor the situations closely, and develop long term business plans with patience and persistence.

2. FOOD AND BEVERAGE LANDSCAPE

Euromonitor reported that Myanmar is one of the "20 Markets of the Future" that will offer the most opportunities for consumer goods companies. In recent years, the Myanmar F&B (food and beverage) sector has shown a lot of potential, with consumers spending 39.69 billion USD (33.61 billion euro) in 2018 alone.

Although basic food for Myanmar people are rice and curry, food habits have gradually transformed from traditional foods into modern foods (foreign fast food and imported foods) in recent years, due to the influence by the neighboring countries and western culture especially in urban centers.

Due to the current situation, there is a decline in consumer spending power and imports. However, in 2021 Myanmar imported around 2.957 billion USD in F&B products (ITC Export Potential Map, 2022). The top 3 F&B commodities imported in Myanmar in 2021 were: processed or preserved food product, vegetables oils and fats, (non-alcoholic) beverages.

According to the EU Agri-Export figures to Myanmar, feed and feed ingredients, food preparations, pet food, milk powder and whey were the top categories in 2021.



Carrefour Easy Convenience Stores (France) franchised with the local Easy Marts and grew over 20 outlets in 2021.

Besides retail stores, online marketing was booming in 2020, 70 percent of traditional physical stores change to online stores during 2020 COVID-19 pandemic. Facebook is the most engaged social platform in Myanmar.

According to World Bank's report, retailers and transport operators have been affected by rising costs, weak demand, logistical constraints, and weak local currency. Consumer demand and spending power has decreased due to cumulative impact of the COVID pandemic shocks and the coup. However, Euromonitor reports that the packaged food sales will reach 3 billion USD in 2022, with 3.6 billion USD forecasted by 2026. The forecast highlights the below items:

- ice cream
- confectionery
- savory snacks
- baby food
- sweet biscuits, snack bars and fruit snacks
- processed meat, seafood and alternatives to meat

2.2 FOOD-PROCESSING INDUSTRY

The food processing sector in Myanmar is still in its beginning stage. Myanmar mostly processes the basic raw commodities such as rice, beans, maize and other agricultural products, and the excess products are exported. In addition, spirits, beers, soft drinks, bakery products, instant noodles, coffee, tea, and ready to-eat traditional food are also processed locally.

The industry is comprised of more than 26,000 registered businesses. More than half of them are in the manufacturing industry. 10-15% of total F&B companies are large firms and a majority are MSME (micro, small and medium enterprises) according to the Myanmar Micro, Small and Medium Enterprises survey. Traditional meals and domestic production of beverages including spirits, beers, and soft drinks are growing faster than before because of the infusion of foreign direct investments. Some famous F&B processing companies in Myanmar are, Tuborg, 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, ...

Local manufacturers report that more financial and technological investments are required to further develop food processing and packaging and to interconnect the whole supply chain from raw materials to production and distribution. It would also allow them to expand into the regional market.

Value-added processed food such as canned or dairy products are mostly imported as Myanmar still needs to improve its food processing skills. At the moment, exports from western countries are shipped in bulk to regional countries such as Malaysia and Thailand, where they are repackaged and exported as consumer ready-made food. When the situation calms down, there would be room for development and growth of local food processing industries which could replace the indirect exports from Thailand and Malaysia.



2.3 SUB-SECTORS SNAPSHOTS

2.3.1 Dairy Products (Milk, Other Milk Products, Cheese and Curd)

The total annual milk production April 2021- March 2022 was around 2,319,740 tons Myanmar imported 14.86 billion USD worth of dairy products during April 2021- March 2022. These products are primarily available in major towns like Yangon, Mandalay, Nay Pyi Taw where the cold chain can be maintained.

The value of the imported milk products to Myanmar (in million USD)

FY	Total	Milk, Condensed	Milk and evaporated	Milk Powder	Others Milk, food including malted milk
2020-2021 (April-March)	16,156.6	4.7	2.5	35.3	24.7
2021-2022 (April-March)	14,856.6	2.6	4.0	36.2	28.5
2022-2023 (April-July)	5,564.0	1.6	1.3	6.9	7.1

Source: Selected Monthly Economic Indicators, Ministry of Planning and Finance, 2022

Not only various kinds of local brands (for examples, Walco, Silvery Pearl, TM, PEP, Fun Hwa and others) but also imported brands (for example, Cowhead, Emborg, and others) are already available in supermarkets and some small shops in Myanmar. Imported products include a range of processed/value added products like UHT (Ultra-High-Temperature) milk, condensed milk, evaporated milk and milk powder. Other milk products including malted milk are repackaged or used in the local production of condensed milk, yogurt etc. Although the consumption of cheese and curd is minimal in Myanmar, products from New Zealand, Australia, USA, Thailand, France and Germany can be seen in the market.

2.3.2 Confectionery

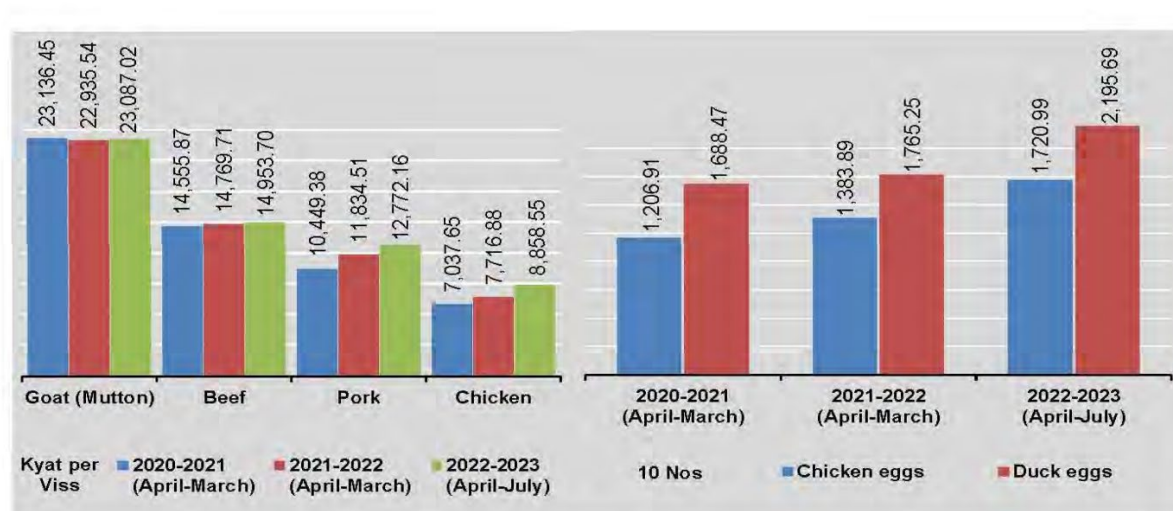
The Myanmar confectionery market is still developing. Not only many foreign brands but also local brands can be found in supermarkets. According to the Trade Economy data, the import value of sugar confectionery was 6.37 million USD in 2019. Regional products from Thailand, China, India, Vietnam, Indonesia, and Malaysia are dominating the market in terms of price and logistical flexibility.

2.3.3 Chocolates

Not only Flemish chocolate brands but also other famous foreign brands (Hershey’s, Ferrero Rocher and others) can be found in Myanmar. Some Belgium chocolates are becoming available in bakeries and confectionary shops in Myanmar (Mr. Jones’ Orphanage Myanmar, O’Thentic Brasserie, Shwe Cocoa and STK bakery supply shop). Moreover, KFC Myanmar also launched the Belgium chocolate ice-cream in May 2020. Although Myanmar imported 5.56 million USD worth of chocolate in 2018 and 6.79 million USD in 2019, there is only one domestic chocolate and cocoa brand “Ananda Cocoa & Coffee” and they are distributing to the local and foreign market.



Average Retail Prices of meat in Myanmar (1 MMK = 0.000476USD, currency converter rate by 14. December. 2022)



Source: Selected Monthly Economic Indicators, Ministry of Planning and Finance, 2022

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

2.3.5 Alcoholic and Non-alcoholic Beverages

Alcoholic Beverages

In Myanmar, the most famous alcoholic beverages are beer, rum and whiskey. In high-end restaurants, bars and hotels, people can get high class wine, champagne and such. According to the 2018 WHO (World Health Organization) report, Myanmar had an average total consumption of alcohol per capita (15+ years of age) of 17.6 liters in 2016.

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. Since the consumption of beer is high and imports are limited, local production of the beers have been growing rapidly, amounting to 56,548 thousand gallons in the April 2021 to March 2022 period, according to the Ministry of Planning and Finance. Some beer brands found in the market are Heineken, Tuborg, Yoma, Carlsberg, Tiger, ABC, Regal Seven, Chang, Burbrit, etc. The illegal trading of beer is still strong in Myanmar due to the limitation on imports.

The total pure alcohol consumption per capita in Myanmar was 4.8 liters in 2016 according to the statistical data of Trading Economics. According to the Ministry of Planning and Finance, 2,657,438 gallons of alcohol were imported into Myanmar from April 2021 to March 2022. Myanmar Rum, Mandalay Rum and Grand Royal Whisky are the famous local brands in Myanmar.

Myanmar’s wine culture is still beginning and the imported wine market is made up of wines from France, Chile, Australia and South Africa. Wines from France have mainly dominated the market and it is estimated to be worth 2 million USD and around half a million liters per year. With the high tax rates and limitations on wine imports, there are two wineries currently producing wine in Myanmar: Aythaya-Myanmar First Vineyard Estate and Red Mountain Estate Winery.



Non-alcoholic Beverages

Energy drinks, carbonated drinks and juices are gaining popularity as well as sweet soft drinks which are currently thriving in the Myanmar market. The demand for energy drinks remains concentrated in metropolitan cities like Yangon and Mandalay. The Myanmar energy drinks sector is dominated by imported products from Thailand. In recent years, international brands are mostly imported into Myanmar but they are also increasingly, such as Coca-Cola, setting up their factories in the country.

Myanmar coffee is mainly grown in Mandalay Region, Shan State, Kayin State and Chin State with a total of 49,000 acres of coffee plantations. Northern Myanmar is a good place to produce the high-quality Arabica coffee, famous as "mountain coffee". PyinOoLwin Township produces 500 metric tons of coffee per year while 700 metric tons are produced in Ywangan with Shan State being a top producer. The coffee produced in Myanmar is exported to 14 countries including the UK, USA, the Netherlands, New Zealand, Australia, Germany, Japan, China, Korea, Taiwan and Thailand. According to the Myanmar Coffee Association, over a 1,000 tons of coffee were exported from March 2021 to April 2022.

Myanmar is well-known for its traditional tea and tea shops as Myanmar people have been long-time tea lovers. Moreover, Myanmar people also make tea leaf salad as a traditional food. According to the data from FAO, Myanmar was considered as the eighth largest producer of tea in the world with a production of an estimated 104,743 metric tons in 2017. 85% of the total production was cultivated in Shan State especially in Southern Shan including Pindaya, Ywangan, Pinlaung. As a result, although foreign tea brands are available in modern retail markets, the local brands are still holding the biggest market share in Myanmar.



3. EXPORTERS GUIDE

3.1 TRANSPORTATION AND LOGISTICS

Imported food and beverage products come into Myanmar overland from neighboring countries, particularly China, India and Thailand or by sea through the Yangon Port, Myanmar’s busiest port. There are several large-scale harbors, deep-sea ports and waterways being constructed or planned, such as a new bulk terminal at Thilawa Port next to Yangon, Dawei Port in Southern Myanmar and Kyaukphyu Port in the west coast of Myanmar. These will be part of the Special Economic Zones, which offer many benefits including tax and customs duty exemptions. There are a growing number of direct air links with key Asia cities for perishable items. Air freight routes from Europe are typically through Bangkok, Singapore or Kuala Lumpur airports, however, they are costly to use.

3.2 THE MARKET ENTRIES

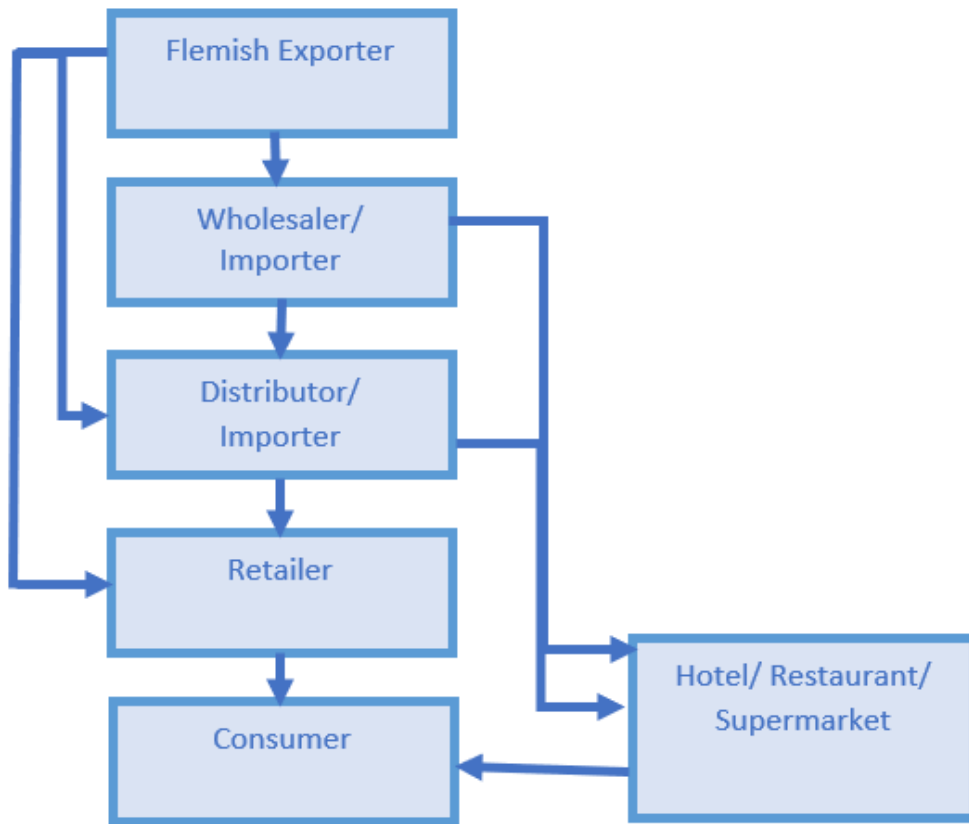
The imported products come across inland borders through China and Thailand or by sea via Yangon port. The imported food products are mainly handled by partners based in the country upon arrival, working with professional local partners such as importers, distributors, retailers and wholesalers with 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 aiming to enter the Myanmar market should plan a preliminary visit to meet potential partners such as importers, wholesalers, and distributors. And once a relationship is established, regularly visits should be made multiple times in a year to keep relationships and develop new leads. Burmese is an official language, many businesses in the trading sector can communicate in English. Communications can be through emails, or some other social media applications such as Facebook Messenger or Viber. Virtual communication may be less efficient than in-person communication. In addition, attending the trade shows in the region is also a useful way to attract local partners.

Market data are limited. It is important to conduct market research such as price comparisons, competitor analysis, consumers behaviour and local trends. Besides, Flemish companies can contact the FIT Myanmar office for detailed market information.

As a new entrant to Myanmar, it is important to attract consumers at 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. Besides, advertising on social media is also effective, especially through Facebook, the most useful one in Myanmar as an effective marketing platform. Corporate brands strategically promote and raise public’s awareness about usage of products, health benefits, and other promotional information through their Facebook page, commonly get their brand awareness in local market.



Myanmar distribution system:



4. SECTOR-RELATED REGULATORY ENVIRONMENT

Laws and regulations governing imports are complex and most importers use professional experts, known as freight forwarders and customs brokers, to assist them in planning and carrying out import transactions. Especially in this situation notifications change on short notice, hence it is highly recommended to contact the FIT Myanmar office for change updates in regulations and notifications. Below are the general guidelines for importing goods into Myanmar, according to the Ministry of Commerce and Customs Department:

4.1 REGISTRATION OF A BUSINESS

In order to import goods into Myanmar a business must first register as a company authorized to engage in international trade with the [Directorate of Investment and Company Administration \(DICA\)](#). Registrations can be valid up to five years. An importer must also register with the Department of Trade, [Ministry of Commerce](#). Registrations can be valid for up to three years, but the time must not exceed the company's DICA registration to engage in international trade. The fee for registration is 50,000MMK (22 Euro). The importer must also join the [Union of Myanmar Federation of Chambers of Commerce and Industry \(UMFCCI\)](#).

4.2 PROHIBITED IMPORTS

Myanmar prohibits the importation of certain goods. WTO's GATT, Article XX and XXI, permits WTO members to prohibit the importation of certain articles that endanger public morals, threaten human, plant or animal life, involve the importation of gold and silver, arms and ammunition, and similar items. Prohibited goods cannot be imported, exported, transited, sold or circulated in Myanmar. The Directorate of Trade of the Ministry of Commerce has exercised its rights under these GATT provisions to prohibit the following importations:

1. counterfeit currency and coins
2. pornographic material
3. all kinds of narcotic drugs and psychotropic substances
4. playing cards
5. goods bearing the emblem of Buddha and Pagodas of Myanmar
6. arms and ammunition
7. antiques and archeologically valuable items
8. wildlife endangered species
9. other prohibited commodities in accord with existing law

Furthermore, the Ministry of Commerce issued Notification No. (38/2020) concerning the amendment of the beer, cigarettes and restricted commodities in accordance with the existing law import prohibition list, entered into force on 25 May 2020.

4.3 IMPORT LICENSES

Some goods require an import license for importation. The Government of Myanmar is currently liberalizing requirements for obtaining an import license as a precondition to importing goods. However, 4405 tariff items still require an import license:



1. **Import Licenses** - The Department of Trade of the Ministry of Commerce issues import licenses. Applications for import licenses have been automated. See the [tradenet website, eservice.myanmartradenet.com](http://tradenet.website, eservice.myanmartradenet.com). However, manual applications are also accepted. Applications are accepted at the Trade Department’s Headquarters at Nay Pyi Taw, and in Yangon, Mandalay and certain border offices. (Myanmar Customs operates a Border Trade Online System (BTOS) for processing import licenses at border posts.). Forms and procedures for obtaining automated licenses can be found on this website under the category of good being imported, which you can find using the [Commodity Search](#) function.

2. **Recommendation by Relevant Ministries** - Some licenses are automatic but in many cases import licenses are issued based upon the recommendations by relevant ministries, agencies and business associations. Forms and procedures for obtaining recommendations by the relevant ministries can be found on this website under the category of good being imported which you can find using the [Commodity Search](#) function.
 - a. Automatic licenses are used to monitor trade flows and for the licensing revenue. Automatic licenses require no approvals from other government ministries or agencies and are automatically issued by the Ministry of Commerce.
 - b. Non-automatic licenses are required when an advice letter or permit or certificate from another government ministry or agency is a precondition to importation. For information about licenses required for specific commodities [please click here](#).
 - c. The Ministry of Commerce requires that import transactions take place using CNF or CIF [Incoterms](#). Other Incoterms are not currently authorized.
 - d. The Ministry of Commerce reviews the price levels of import transactions and may deny an import license if the price level of a particular import transaction is deemed contrary to the national economic interest.

3. **The main ministries and agencies providing recommendations for import licenses** are: Ministry of Health (Food and Drug Administration); Ministry of Science and Technology; Ministry of Livestock, Fisheries and Rural Development (Department of Fisheries, Department of Livestock, Breeding and Veterinary); Ministry of Agricultural and Irrigation (Department of Agriculture, Plant Protection Division and Pesticide Division); Ministry of Information (Myanmar Film Enterprise); Ministry of Energy (Department of Myanmar Petroleum Products); Ministry of Environmental Conservation and Forestry (Forest Department, Environmental Conservation Department); Ministry of Mines; Ministry of Home Affairs (Central Committee of Drug Abuse Control); Ministry of Communication and Information Technology (Myanmar Communications Department); Ministry of Transport (Inland Water Transport); Ministry of Rail Transportation (Road Transport Administration Department); Ministry of Finance (Customs Administration, Internal Revenue), Ministry of National Planning and Economic Development (Myanmar Investment Commission).

4. **Cost** - For import licensing applications, a processing fee from 250-50,000MMK (up to 22 Euro) is charged.



5. **Duration** - License requirements are reviewed on an annual basis each July and there may also be occasional additional changes during each year
6. **Required certificates, permits or advice letters, etc.** - Depending upon the nature of the non-automatic license import, certificates, permits or import recommendation letters may be required from regulatory authorities. A country of origin (COO) certificate from the appropriate foreign government ministry or chamber of commerce is normally required in order for imports to qualify for ASEAN or other preferential duty treatment. In addition to exports from ASEAN members, Myanmar (through ASEAN) has entered into free trade agreements with Korea, Japan, India, China and Australia-New Zealand.

Automation of import-export processes by Myanmar Customs

Myanmar Customs implements an automated cargo clearance system ([MACCS](#)) which is designed to automate a number of areas of customs operations. These include user registration, clearance of goods, cargo management, payment, information technology, and the helpdesk. MACCS will connect with shipping and airlines, the Port Authority, warehouse operators, brokers and importer/exporters and also with other government agencies. All details can be found [here](#).

Sanitary and Phytosanitary (SPS) Requirements

If the goods you intend to import are subject to sanitary and phytosanitary SPS measures, you will have to comply with the special regulations relating to those products. You can find out which commodities are subject to these requirements by using the search engines on the [Commodity Search](#) page. The Ministry of Agriculture and Irrigation and the Ministry of Livestock, Fisheries and Rural Development are responsible for sanitary and phytosanitary (SPS) measures in Myanmar. SPS standards adopted by Myanmar follow those of CODEX, ASEAN, and the OIE. The Directorate of Investment and Company Administration (DICA), Ministry of National Planning and Economic Development, is the national enquiry point to the WTO. A detailed description of the procedures and documentation required can be found on the [Procedures page](#) of this website.

Technical Barriers to Trade (TBT) Requirements

For certain types of products, it may be necessary to obtain a permit that certifies that these products conform to certain technical standards. These technical regulations are administered by the [Department Of Research and Innovation \(DRI\), Ministry of Education](#). You can find out which commodities are subject to these requirements by using the search engine on the [Commodity Search](#) page. A detailed description of the procedures and documentation required can also be found on the [Procedures page](#) of this website. Myanmar has established a TBT Enquiry Point as required by the WTO TBT Agreement.

Labeling requirements

The Burmese Food and Drug Administration published Notification No. 8/2022 Labeling Order for Prepackaged Foods on January 20, 2022. The new labeling requirements will go into effect on January 20, 2023, one year after the publication of the new requirements. The order specifies what information prepackaged foods must have on their labels and that the labels must be in Burmese. The new labeling order requires the following information to be included on the label of all prepacked foods:

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- a) Name of food;
- b) List of ingredients;
- c) Net content, quantity and drained weight;
- d) Name and address;
- e) Country of origin;
- f) Lot identification;
- g) Date marking;
- and
- h) Instructions for use.

Customs Declaration and Required Accompanying Documents

In order to clear Customs, imports must be accompanied by a customs declaration and required accompanying documents. The customs declaration and supporting documents must be submitted to Customs at the time that the goods arrive. All imports must be cleared through Customs using the [CUSDEC-1 Import Declaration Form](#) along with the [CUSDEC-4 Customs Valuation Form](#). Required accompanying documents include:

- 1. An import license (when required)
- 2. The invoice
- 3. Bill of lading, air consignment note, or truck note
- 4. Packing list
- 5. Other certificates, permits or import recommendations, as required (for example, a country of origin or SPS or FDA certificate)

Classification and Value

Customs duty is payable on imported goods as a percentage of their declared value. The rate of duty payable on goods imported into Myanmar varies according to the commodity and the country of origin. Commodities are classified using the 8-digit Harmonized System (HS) Code which is maintained and, from time to time, amended by the [World Customs Organization \(WCO\)](#). The Myanmar tariff classification conforms with ASEAN’s AHTN standard (ASEAN Harmonized Tariff Nomenclature). You can view the full [Myanmar Tariff Classification](#) and [Tariff rates](#) on this website with the [Commodity Search](#) engine. It is your responsibility to declare the correct classification, origin, value and quantity of the goods you are importing. If in doubt please seek advice from the Department of Customs. The basis for the calculation of duties is the actual transaction value of the goods (as evidenced by the commercial invoice or other contract of sale document).

Payment of Customs Duties and Taxes

Once a declaration has been submitted and accepted by Customs, the importer will be required to pay the duties. Customs duties assessed on imports are determined based upon three factors such as the customs classification of the imported goods, the customs valuation of goods and the origin of goods. After Customs has assessed the duty payable, the importer may pay the duty in cash, or by a payment order (a bank money order).



Customs Inspection of Imports

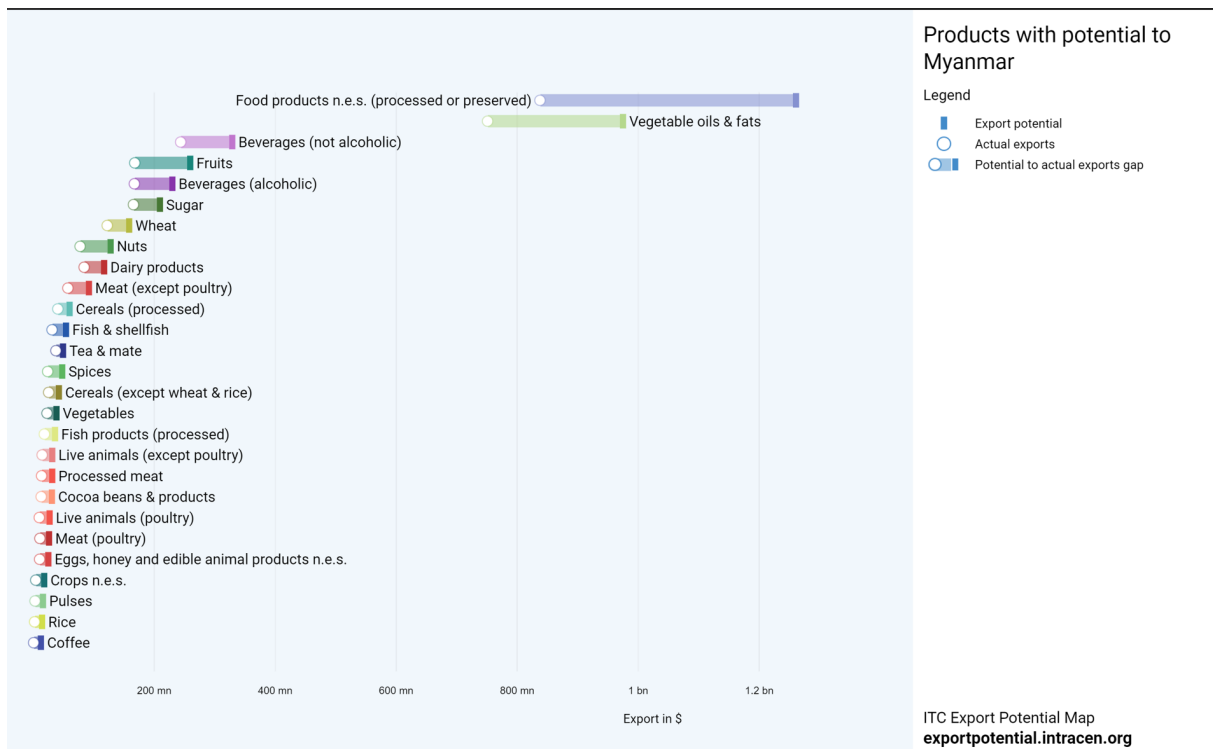
Myanmar Customs examines imports to assure that they have been properly declared. Customs reviews all import documents and physically inspects imports based upon its assessment of risk. Imports are divided into three categories: green, yellow and red. Green denotes the least risk, yellow, an intermediate risk, and red denotes high risk. Overall, about 10% of imports are physically inspected and additional imports are subject to x-ray scan.

5. CHALLENGES AND OPPORTUNITIES

Due to a combination of events, the COVID pandemic and military coup, international investors and traders are facing challenges while exploring the opportunities. Increases in transport costs, logistics constraints, and conflict-related disruptions lead to a continued rise of food prices, with substantial differences across the country. Most imported products from Belgium arrive by sea through Yangon Port, while road transportation is also possible from neighboring countries like Thailand and China. That’s why, the transportation times are longer and shipping costs are rising. As Myanmar currently suffers from an unstable power supply especially in the dry season, temperature sensitive F&B products are relying on the backup generators which can raise transportation costs. Furthermore the depreciation of the kyat against the US Dollar (and the associated increase in transport costs) have a large impact on imported food prices. Furthermore, the purchasing power of the local population has decreased due to a loss of income and jobs, and hence people tend to save rather than spend because of the uncertainty. Therefore, Flemish companies introducing new brands in the market should be aware of price sensitivity, and have a long-term vision with patience and persistency.

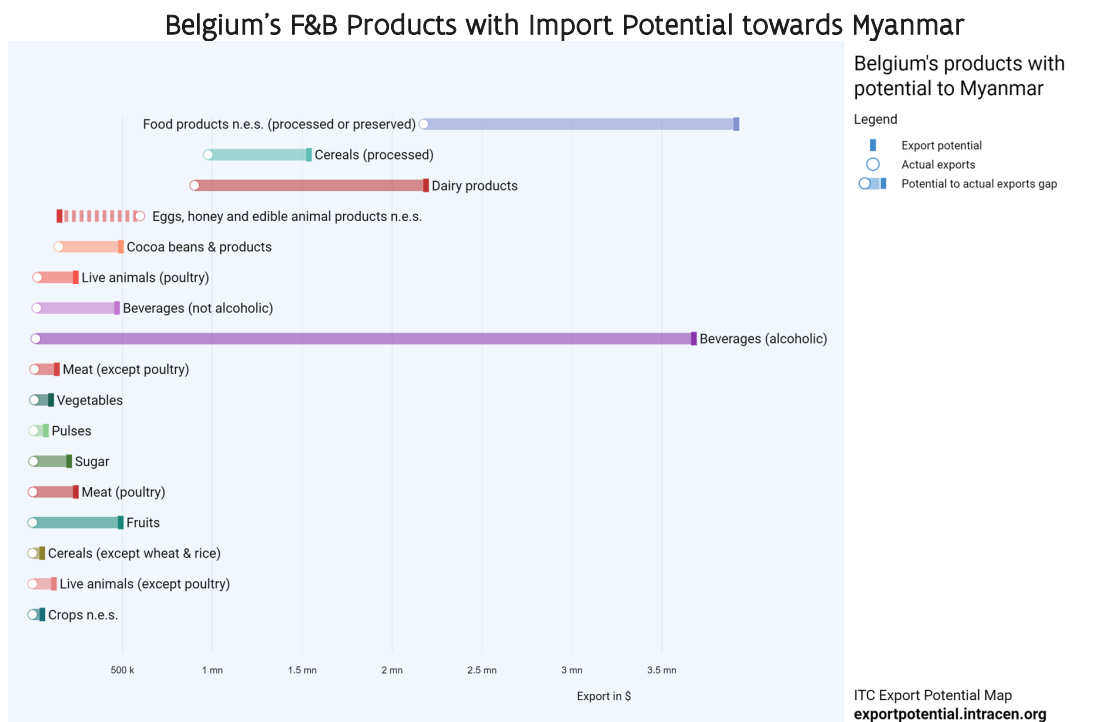
Despite the above challenges, there are some opportunities in this country with a dynamic population of 57 million. This can be observed through importers and retailers sourcing for (new) opportunities at regional food trade shows. According to the analysis of International Trade Center (ITC), the top export potential to Myanmar in food categories are: preserved and processed food, vegetable oils and fats, non-alcoholic beverages. Further categories can be found in the following graph.





Source: International Trade Center Export Potential Map, 2022

Moreover, export potential from Belgium to Myanmar in food categories by ITC's analysis can be found in the following graph. The top categories stand for: preserved and processed food, cereals and dairy products are in the top categories. The local impression towards European F&B products are high. This would therefore be a comparative standing point for Flemish companies.



Source: International Trade Center Export Potential Map, 2022



In addition to preserved and processed food products, there could be some windows of opportunity in the food processing, manufacturing, and packaging segments. According to the National Export Strategy for 2020 – 2025, value-added food products such as dairy products, pie fillings, bakery products such as cereals and biscuits, chocolate, frozen meals such as frozen fries, soup, cookies, biscuits and waffles, processed meat, are marked to manufacture locally and to export outside. In the medium and long run, this could potentially create demands for suppliers of food ingredients, food machinery, and food technology.

6. SECTOR RELATED EVENTS (2023/2024)

Event: Food and Hotel Asia
Category: Trade Show
Date: 25-28 April 2023
Date: 22-25 October 2024
Location: Singapore
Website: <https://www.foodnhotelasia.com/>

Event dates the may be subject to changes. Please check the organisers website for the correct dates.

7. CONCLUSION

Since Myanmar’s economic opening in 2011, foreign F&B businesses started to invest in and trade with Myanmar. Myanmar’s gourmet culture has developed itself as Myanmar consumers demonstrated an openness to new products and services. However the COVID pandemic and by recent military coup caused a decline in growth. In the short run, the consumer spending power would rely much on value-consciousness and price sensitivity purchasing decisions. Although there are opportunities for companies to introduce new value propositions to this market with 57.5 million inhabitants, Flemish businesses will need long-term vision, patience and persistence.

Flemish Companies may wish to contact the Flanders Investment & Trade Myanmar office for the latest information about import requirements and opportunities, together with a list of potential local contacts. Please contact us for further questions yangon@fitagency.com



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Date of publication: December 2022

