

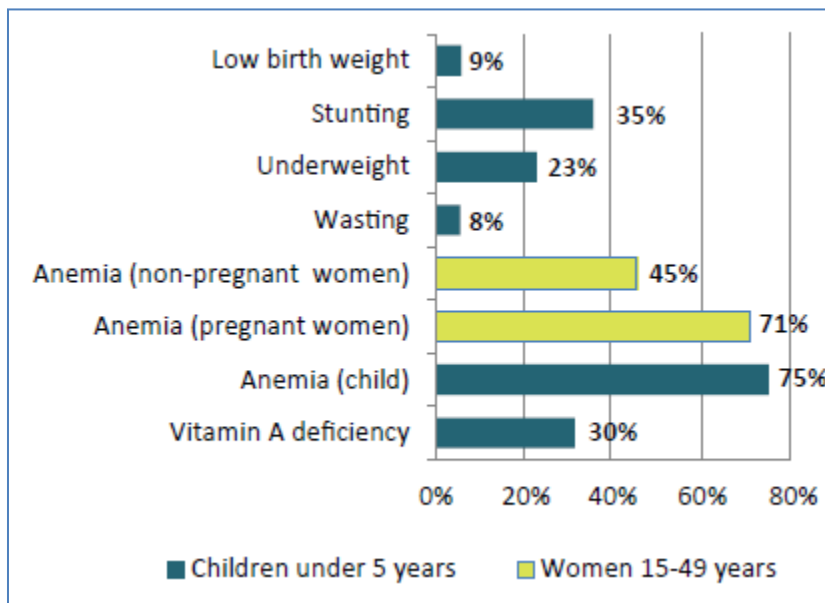
## Dairy Market Info in Myanmar

### 1.0 Nutrition levels in Myanmar

Food industry players have started to develop dairy drinks with a “competitive price” to boost the health status of the Myanmar people. Dairy nutrition is vital as it provides essential proteins and minerals which are lacking in their diet in Myanmar.

According to Chaparro et al. (2014), more than a third of children under the age of 5 are stunted in Burma. According to a 2013 Ministry of Health report, 26% of adolescent girls, 71% of pregnant women, and 75% of children under 5 were anemic. UNSCN (2010) reported that the Vitamin A deficiency has been estimated to affect nearly a third of preschool-aged children.

**Maternal and Child Malnutrition Indicators in Burma**



Sources: Myanmar MICS 2009–2010; vitamin A deficiency: estimate from UNSCN 2010 (data from 2004); anemia—pregnant (2003) and child anemia (2005): Ministry of Health 2013; anemia non-pregnant (2001): estimate from UNSCN 2010

The key nutrition priorities for Burma includes focusing on stunting and wasting, infant and young child feeding practices, maternal nutrition, anemia, and micronutrient deficiencies (Chaparro et al., 2014).

As Myanmar still remains as a poor country, it is essential for food manufacturers to use clever design & excellent processes and packaging technologies that are highly efficient, to ensure that end products are supplied at price points low enough for the mass market.

## 2.0 Dairy Market Consumption in Myanmar

In the fiscal year of 2014-2015, Myanmar imported dairy products worth US\$113 million (about K132 billion), a figure that has increased steadily over the past few years (Bookbinder, 2015).

Fraser and Neave (F&N) has extended a series of licenses to manufacture Nestle's liquid-milk brands until 2037. F&N will also continue to manufacture, promote, sell and distribute Carnation in Laos and Cambodia, which includes Carnation sweetened condensed milk and evaporated creamer (F&N, 2015).

Generally, the major dairy product consumption in Myanmar is fresh or condensed milk to be used in tea and coffee. But, they are also increasingly consuming other dairy products which includes heat treated /"pasteurized1" milk, UHT milk, milk powder, evaporated milk, butter, cheese, ice cream, and flavored yogurts. Pasteurized milk, yogurts and ice-cream are supplied by local processors to retail outlets in cities like Yangon, Naypyitaw, and Mandalay while most other dairy products are imported. Fresh processed products are available within the cities only, within the reach of cold chain logistics. Evaporated milk and milk powder are available more widely as well in the form of 3 in 1 sachets containing coffee/tea/chocolate, sugar, and non-dairy creamer (Jan et al., 2014).

## 3.0 Dairy Product Market Examples



Bottled yogurt



Pasteurized milk



Pasteurized milk pouch



Cup yogurt

The Canadean Ltd. (2014) report presented a detailed historic and forecast data on the Dairy Food consumption trends in Myanmar, offering consumption volumes and values at market and category levels.

Detailed category coverage was provided, covering seven product segments that included:

- Butter & Spreadable Fats
- Cheese
- Cream
- Milk
- Puddings/Desserts
- Yogurt

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