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Report Highlights:

This report provides an overview of Burma's food service, retail, and processing industries and highlights opportunities for U.S. food and beverage products. Despite Burma's push for greater indigenous manufacturing of food and feed products and regulatory challenges, such as a rigid import licensing regime, opportunities for imported food and feed products and ingredients remain. Burma's urbanization and expanding digital platforms are driving new consumption patterns for niche markets.

Section I: Market Overview

Burma, also known as Myanmar, is the largest country in mainland Southeast Asia by land area and has a population of approximately 54.7 million in 2025 and GDP estimated at \$81.6 billion. Despite ongoing political instability, infrastructure challenges, foreign exchange shortages, and post-earthquake recovery efforts, the country continues to offer opportunities in the food and beverage sector due to its large population, expanding urban centers, and evolving consumer preferences. According to the World Bank, the economic outlook remains subdued, with growth projected at 2 percent between April 2026 and March 2027 (Burma's financial year), revised down from 3 percent prior to the fuel shock. The food and beverage sector has remained relatively resilient despite inflation, supply disruptions, and economic uncertainty. Through a junta-driven process, the regime's leader was selected as president on April 3, 2026, and recent policy announcements have generated cautious optimism among businesses regarding future trade opportunities.

The country's urban population accounts for approximately 33.7 percent of the total population, while agriculture continues to play an important role in employment and the broader economy. High inflation, currency depreciation, and declining real wages have significantly weakened household purchasing power and contributed to the shrinking middle class in recent years. According to Euromonitor, food and non-alcoholic beverages account for more than 50 percent of household spending, while the foodservice sector is projected to record the fastest growth. Per capita income and consumer spending are gradually increasing, supporting demand for both essential and premium products. Urban consumers, particularly those aged 30–39, are emerging as key higher-income groups, driving demand for convenient, premium, and brand-conscious food offerings. According to Euromonitor, real per capita disposable income in Burma is projected to increase by 17.7 percent between 2024 and 2029. Nay Pyi Taw will be the country's fastest-growing major consumer market, while Yangon will remain the largest, accounting for 17.6 percent of total consumer expenditure in 2029, driven by its larger population, migration from conflict-affected areas, and more developed economy.

Despite ongoing macroeconomic and regulatory challenges, including import licensing restrictions, foreign exchange limitations, and logistics disruptions, Burma continues to rely heavily on imported food products, often sourced through regional hubs such as Thailand, China and Malaysia. This creates practical market entry pathways for exporters willing to work with established local importers. Burma's major trading partners for agricultural and related products include Thailand, Indonesia, China, India, and Malaysia. Since the February 2021 coup, the United States, the United Kingdom, and the European Union have imposed ongoing [targeted sanctions](#). Nevertheless, Burma's participation in ASEAN and regional trade frameworks supports longer-term trade integration, and importers continue to seek high-quality international products. Although the business environment remains challenging, opportunities exist for exporters targeting niche, quality-focused segments, maintaining strong local partnerships, and adapting to evolving market conditions. Overall, Burma's food and beverage market is best approached as a selective, relationship-driven opportunity with steady demand across essential and emerging product categories, offering long-term potential as market conditions stabilize.

Food demand in Burma is gradually shifting toward convenience, processed, and health-oriented products, including dairy, ready-to-eat foods, and functional products. Interest is also growing in locally produced products with attractive packaging and stronger brand identity. While some domestic facilities still face export-quality limitations, several Burmese food processors operate manufacturing partnerships

in Thailand or Malaysia to access export certification and international markets more easily. Burmese companies, particularly instant noodle have expanded exports to regional and international markets including South Korea, Japan, ASEAN, Europe, the Middle East, and the United States. Key export products include instant noodles, dried vegetables, sesame-based products, coffee, honey, fruits, dried mango, and other value-added agriculture-related products, including seafood and timber.

The country’s food culture is evolving rapidly under the influence of local traditions, regional migration, and global trends. Ongoing civil conflict has displaced many people into the food and beverage sector, particularly through small food stalls promoting regional cuisine. Burmese restaurant brands such as YKKO and Rangoon Tea House have even expanded into Thailand and Singapore. Dining concepts such as hotpot restaurants, bubble tea shops, and entertainment bars are increasingly popular in urban centers. Street food remains central to daily consumption, offering a blend of traditional and international items including sushi, burgers, *tteokbokki*, and Chinese *ma-la* (numbing and spicy) dishes. Health-conscious eating is another growing trend, with rising demand for nutritious, low-fat, organic, and functional products such as whey protein and detox drinks. Urbanization is also accelerating demand for convenience and digital food ordering, with Facebook pages and TikTok accounts increasingly serving as informal ordering platforms.

Advantages and Challenges

ADVANTAGES	CHALLENGES
Retailers and importers use imported products to differentiate offerings and attract middle- to high-income consumers, particularly in urban centers like Yangon.	Imported food products are generally considered premium or luxury items, limiting demand to a small consumer segment with declining purchasing power due to persistent inflation, currency depreciation, foreign exchange constraints, rising living costs, and slower economic activity
U.S. products are associated with high quality, food safety standards, and consistency, which appeals to hotels, restaurants, and premium retailers.	Strong competition from regional suppliers (Thailand, China) with lower prices, faster delivery times, and more flexible logistics.
Growing demand for bakery ingredients, dairy, and processed foods supports opportunities for U.S. wheat, nuts, cheese, food preparation and specialty ingredients.	Lengthy shipping times (up to 2–3 months) and high freight costs reduce competitiveness compared to nearby suppliers (10–15 days).
Importers are actively seeking new-to-market and high-quality products to diversify portfolios and prepare for future market recovery.	Import licensing requirements, foreign exchange controls, and regulatory uncertainty significantly restrict trade and planning.
The foodservice sector (HORECA) values U.S. ingredients for premium menu offerings and product innovation.	Importers tend to place small trial orders due to market uncertainty, while U.S. exporters often prefer larger volume commitments.
U.S. industry groups and cooperators (e.g., dairy, soybean and wheat) actively support market development through training and technical programs.	Limited ability to conduct in-market promotions, particularly for alcohol, due to strict regulations and enforcement risks as well as the import license issue.
Increasing urbanization and a young population support long-term growth in demand for convenience and ready-to-eat food products.	Consumers are highly price-sensitive due to inflation and declining incomes, shifting demand toward lower-cost alternatives.
U.S. suppliers offer a wide range of innovative and value-added products suitable for product development in food processing.	Perception that some U.S. foods are overly processed or less aligned with local taste preferences compared to regional products.

Section II: Exporter Business Tips

Market Research: Market data is limited in Burma; however, some official trade and market data are available in the statistical data section of the [Burma Central Statistical Organization](#) and the [Ministry of Commerce](#) websites. Burma market sector reports and market and policy updates are available at [Burma | USDA Foreign Agricultural Service](#). FAS Rangoon (AgRangoon@usda.gov) can provide contact information for potential importers and recommends new-to-market U.S. exporters refer to the Burma: [FAIRS Country Report Annual](#) and [Burma's country commercial guide](#). Learn about [2026 Agriculture Related Trade Shows and Conferences](#) for trade show participation and business connection.

Business Partners: The best way to enter the Burma market is to partner with a local representative, agent, importer, wholesaler, or distributor willing to introduce products and establish strong local connections with major retailers and restaurants. Business in Burma remains highly relationship-driven, with trust and long-term partnerships playing a critical role in market entry. Importers often prefer flexibility in pricing, volume, and payment terms, particularly under current economic constraints. Small trial orders are common due to uncertainty in licensing approvals and foreign exchange access. A local agent or distributor can assist with obtaining the necessary certifications and permits. Complex regulations, costly and burdensome import procedures, and logistical concerns are some of the critical issues that most domestic HRI stakeholders are unlikely to handle. Operationally, exporters should be aware of complex and non-transparent import procedures, including licensing delays, informal costs and increasing government emphasis on import substitution and controlled trade policies.

Local Business Customs and Trends: Burmese consumers have a good impression of U.S. food products and regard them as premium and high-quality items. Most imported food and beverage products are from Thailand, Indonesia, and China, which offer affordable price points for the middle-class population. U.S. firms need to be mindful with their pricing strategy as the Burmese market is very price sensitive. Fluctuating exchange rates and an irregular supply of consumer goods are the main factors contributing to retail prices.

General Customer Tastes and Preferences:

Burmese consumers have a strong cultural preference for staple foods like rice, noodles, and oily curries dominate, but there is growing demand for processed foods, snacks, dairy, and health-conscious items, especially among urban and middle-income consumers. Street food and ready-to-eat meals are popular due to affordability and convenience. Burma consumers remain highly price-sensitive, with purchasing power affected by inflation and economic uncertainty. As a result, demand has shifted toward affordable staples and smaller pack sizes, while premium imported products are increasingly limited to a niche urban segment. Influenced by popular cooking programs and Asian dramas, Burmese consumers increasingly explore international flavors. Italian, Indian, Chinese, Thai, Korean, Japanese, and American cuisines are commonly tried both in restaurants and at home.

With [39.8 million internet users](#) and 38.2 percent social media penetration at the end of 2025, online platforms especially food bloggers and influencers play an important role in piquing this curiosity. According to [DataReportal – Global Digital Insights](#), TikTok had 21 million users aged 18 and above at the end of 2025, accounting for 53.6 percent of internet users, while Facebook accounted for 24.9 percent of internet users. Advertising via videos, along with recommendations from social influencers have become increasingly effective tools for promoting products and engaging with consumers. At the same time, the market remains price-sensitive, though urban, educated, and higher-income consumers

are willing to pay more for quality and food safety. The rising health-conscious middle and upper classes are gravitating toward nutritious, low-fat, and organic options. Urbanization and the growing popularity of on-demand food delivery apps like [Food Panda](#), [Grab Food](#), and others have accelerated adoption of ready-to-eat and ready-to-cook meals. Both dine-in and digital orders have grown notably in the past year, as has at-home consumption with boosting retail sales.

Section III: Import Food Standards, Regulations and Procedures

U.S. exporters should note that Burma's food import system is highly regulated and subject to frequent policy changes, with significant oversight from the Food and Drug Administration (FDA) and the Ministry of Commerce (MOC). Requirements related to import licensing, product registration, labeling, and customs procedures continue to evolve, and multiple ministries and government agencies are involved in establishing food standards and import procedures for food and agricultural products. Burma is a member of the World Trade Organization and the Codex Alimentarius Commission, and its food regulations generally follow CODEX guidelines.

The Burmese government requires all importers to apply for an import license through [Tradenet 2.0](#) according to the [Export/Import Bulletin \(9/2023\)](#). Burma continues to maintain import restrictions on products that compete with domestic industries, while import licensing requirements and enforcement procedures have become increasingly stringent in recent years. In addition, the Central Bank of Myanmar has permitted importers and exporters to open accounts in Chinese yuan and Thai baht at Authorized Dealer (AD) banks to facilitate border trade transactions. U.S. exporters are strongly encouraged to regularly consult updated resources, including [Burma: FAIRS Country Report Annual](#), the [Myanmar Trade Portal](#), and [FDA notifications](#), to monitor regulatory developments and import requirements. Additional references include:

- 1) [Myanmar's Export and Import Trade Rules and Regulations](#),
- 2) [Dissolution of Agricultural and Trade Related Committees in Burma](#),
- 3) [Burmese Government Tightens Enforcement of Import License Procedures](#), and
- 4) [Validity Period of Import Licenses and Permits Applications Established](#).

Customs Clearance: Food imports into Burma require multiple approvals prior to customs clearance, including an import license from the Ministry of Commerce and a Food Import Recommendation (IR) from the FDA. Customs clearance procedures can be time-consuming and depend heavily on documentation completeness and regulatory compliance. Importers often rely on experienced customs brokers and maintain close coordination with authorities due to frequent procedural changes. Burma utilizes the [Burma Automated Cargo Clearance System \(MACCS\)](#) at major international ports, the Yangon International Airport Cargo Terminal, and the Thilawa Special Economic Zone to facilitate customs operations. Importers are required to submit customs declarations and supporting documents upon the arrival of goods, as pre-arrival processing has not yet been fully implemented by Customs authorities.

Import duties on agricultural products generally range from 0 to 20 percent based on the declared customs value, while higher tariff rates apply to certain products, including wine at 30 percent and distilled spirits at 60 percent. The Myanmar Customs Department published the latest version of the [Myanmar Customs Tariff 2022](#) in October 2022. Burma announced increased tariffs up to 10 percent on several consumer-oriented products, particularly fish products, milk and cream, butter, cheese, cereal and bakery products, and tea. The tariff for wheat, soybean meal, DDGS, and wine did not change,

while the tariff rates for other food items increased. Learn more about in [Burma: Tariff Increases on Consumer Food Products](#).

Imports must be accompanied by a customs declaration and the following documents:

- 1) An Import license/ Permit ([See the required documents for most agricultural products](#))
- 2) Commercial invoice and packing list
- 3) Burma FDA Import Recommendation / Health Recommendation
- 4) Certificate of origin
- 5) Product registration / Food Product Code
- 6) Bill of lading, air consignment notes, or truck note
- 7) Other certificates, permits or import recommendations, which vary by product category.

Documents Generally Required by the Country Authority for Imported Food: The Burma FDA is responsible for issuing the IR and the import health certificates (IHC) for imported packaged food and beverage products. The administration has overall responsibility for quality control of processed food, imported food, and food for export. Most product categories require third-party certificates, such as good manufacturing practices (GMP) plus Hazard Analysis Critical Control Point (HACCP), or ISO 22000 (food safety management) certificates in addition to federal phytosanitary, sanitary, or health certificates. In addition, import licenses are required for [most agricultural products that the United States currently exports to Burma](#). For processed food and beverage products, product testing must be conducted in the country of origin. Additional information is available in Burma: [FAIRS Annual Country Report](#).

Country Language Labeling Requirements: Burma follows CODEX guidelines and ASEAN Common Principles and Requirements for food labeling. Under Burma's Consumer Protection Law and notifications issued by the FDA, imported food products must present certain information in Myanmar language or another language acceptable to consumers, including the product name and ingredient list, name and address of the local importer or distributor, country of origin, expiry date, and storage conditions. Additional guidance is provided through FDA notifications such as [Burma Releases Labeling Order for Prepackaged Foods](#) and the [draft guidelines on nutrition labeling and nutrition claims for prepackaged foods](#) under the National Food Law. Burma has also begun enforcing [new mandatory microbiological reference criteria for pre-packaged food](#).

Recent regulatory updates have significantly tightened labeling requirements. Under Directive 5/2026, importers are no longer permitted to add essential product information to imported food labels through affixed stickers, and labels must now include a Food Product Code issued by the Burma FDA. These changes increase compliance costs and require importers to work closely with exporters to ensure that original product packaging complies with Burmese regulatory requirements prior to shipment.

Tariffs and FTAs: Burma applies tariffs under the ASEAN Harmonized Tariff Nomenclature (AHTN) system. Although tariff rates vary by product category, non-tariff barriers, including import licensing requirements, foreign exchange controls, and administrative approval procedures, often have a greater impact on trade than tariffs themselves. As an ASEAN member, Burma participates in several regional trade agreements, including the ASEAN Free Trade Area, the ASEAN–China Free Trade Agreement, and the Regional Comprehensive Economic Partnership, the world's largest regional trade bloc. Through ASEAN-led frameworks, Burma benefits from free trade arrangements with 17 countries,

including China, India, Japan, South Korea, Australia, and New Zealand. These agreements provide preferential market access to regional suppliers and contribute to strong competition from Thailand, China, and other ASEAN countries in the Burmese market. ASEAN and China are also advancing the ASEAN–China Free Trade Area (ACFTA) 3.0 upgrade, which seeks to expand cooperation in areas such as digital trade, green economy, and supply chain connectivity. In addition, Burma maintains bilateral trade agreements with several Eastern European countries but does not have a bilateral agreement with the United States. As a member of the World Trade Organization, Burma applies Most Favored Nation (MFN) tariff rates to U.S. products.

Trademarks and Patents Market Research: Burma enacted the Trademark Law on January 30, 2019, establishing the Intellectual Property Rights Central Committee and the Intellectual Property Rights Agency under the Ministry of Commerce. Information about the application process for the registration of trademarks is available in [Burma: FAIRS Country Report Annual](#) and [Burma: FAIRS Export Certificate Report Annual](#).

Section IV: Market Sector Structure and Trends

Burma’s consumer market is shaped by low-income levels, urban-rural divides, and shifting consumer behavior. Inflation and declining purchasing power continue to shift consumers toward essential goods, smaller pack sizes, and lower-cost substitutes. The food and beverage sector continues evolving amidst ongoing political instability, high inflation, and a broader economic crisis. Shifts in urban consumer behavior, the expansion of digital platforms, and growing interest in regional cuisines and wellness trends are contributing to new sales opportunities, particularly in niche and premium product categories. The COVID-19 pandemic accelerated trends toward online food delivery, social media-based selling, changed dining habits, and increased interest in safe, convenient, and health-focused food options.

In 2025, consumer expenditure in Burma on food and non-alcoholic beverages increased by 16 percent to \$16.9 billion from 2024, according to Euromonitor. Despite ongoing economic pressures and rising inflation, which increased from 19 percent in 2024 to 22 percent in 2025, food and non-alcoholic beverages remained the largest household spending category. According to Euromonitor, lower-income households allocated approximately 87 percent of total spending to essential goods and services, compared to about 59 percent among higher-income households. While many consumers continue shifting toward value-for-money products, demand for quality, branded, health-oriented, and convenience-driven products remains resilient among educated urban and middle-class consumers, particularly in Yangon.

Retail: Traditional wet markets and small retailers still dominate daily food purchases, while modern retail remains a smaller but influential channel. The retail sector remains the fastest-growing segment of Burma’s food market, followed by the Hotel, Restaurant, and Institutional (HRI) sector and the food processing sector. According to Euromonitor, total retail sales in Burma reached \$13.42 billion in 2025, with grocery retail accounting for 81 percent of that value. Euromonitor estimates growth to continue at around 12 percent in 2026. Since 2018, [Burma has permitted 100 percent foreign-owned retailers and wholesalers](#) to distribute both locally produced and imported goods, opening significant opportunities for international brands. Food retail remains important for brand visibility, however, reduced purchasing power and import licensing constraints limit the pace of new consumer-product sales. Despite import licensing and regulatory constraints, the sector continues to offer opportunities, particularly through direct-to-consumer marketing and targeted online sales channels such as Facebook and TikTok.

Following the pandemic, the development of supermarket infrastructure has influenced rural purchasing behavior, with more rural households now shopping at supermarkets for fresh meat and vegetables in Yangon. While some foreign retail project operations such as the UK's Tesco and Japan's Aeon Mall, ceased operations following the 2021 coup, other players have expanded. City Mart Holding expanded its retail network to 60 outlets, while France's Carrefour convenience store concept, operating as "Easy Mart" in Burma, grew to more than 30 outlets by 2025. One Stop Supermarket expanded to 20 locations, and Makro Myanmar opened its second wholesale market at the end of 2025. Among domestic players, City Mart Holding Group remains the market leader in grocery retail, holding a 1.1 percent share, followed by Capital Diamond Star Group (0.4 percent), Creation Myanmar Group (0.3 percent), with all other players collectively accounting for 98 percent, according to Euromonitor.

Tourism: According to the [Tourism Myanmar Statistics](#), a total of 973,263 international visitors visited Burma in 2025, representing an 8 percent drop compared to 2024. Ongoing civil unrest and armed conflict have prompted the U.S. government to issue a [Level 4: Do Not Travel](#) advisory, warning against all travel to Burma. Tourist arrivals to Burma in 2025 were led by visitors from China, accounting for 38 percent of total arrivals, followed by Thailand at 12 percent and South Korea at 9 percent. Visitors from Japan, India, and Europe represented 6 percent, while North America accounted for 3 percent. The remaining 28 percent of arrivals came from other countries. On average, international visitors spend \$100 per day during their stay. Most visitors traveled for holiday or leisure time (58 percent), followed by business (21 percent) and visits to friends and relatives (15 percent). Smaller segments included meetings or conferences (4 percent), meditation and pilgrimage (2 percent), and other reasons (1 percent) according to a [2024 inbound survey](#) by the Ministry of Hotels and Tourism. Despite low overall arrivals, regional tourism continues to support modest economic activity and presents niche opportunities for agricultural and food imports by Burma.

HRI: As of 2025, the country had approximately 9,661 restaurants, representing a 3.5 percent increase from 2023. Mandalay accounted for the largest number of outlets with 2,118 restaurants, followed by Yangon with 1,912 and Shan State with 979. The restaurant sector remains highly fragmented, with about 99.5 percent of establishments operating as single-owner businesses and less than 1 percent affiliated with larger brands or chains.

Burma also has nearly 2,500 registered hotels and guesthouses nationwide, including 20 percent located in Yangon, 12 percent in Mandalay, 6 percent in Bagan, and 4 percent each in Nay Pyi Taw and Nyaungshwe. The country hosts 13 international hotel chains, while cumulative foreign investment in the hospitality sector reached approximately \$4.5 billion by June 2025, primarily from Singapore, Thailand, and Japan. Burma's food service sales reached an estimated \$3 billion in 2025, with Euromonitor forecasting a 26 percent growth in 2026. The food service sector has recovered significantly in Yangon, Mandalay, and Nay Pyi Taw, as reflected by the expansion of bars, street food vendors, hotels, and full-service restaurants, with hotel numbers 25 percent higher than in 2019 before Covid and Coup. Despite growing demand, the sector continues to face challenges including rising food costs, unstable electricity supply, and inconsistent access to imported food and beverage products. Hotels continue to rely heavily on importers, and many operators have formed procurement groups to share information on product availability and suppliers. International hotel guests are primarily from South Korea and Japan, while golf tourism remains a niche attraction due to Burma's comparatively lower costs than neighboring destinations.

Post-coup economic shifts and pandemic-driven pressures resulted in several high-end property sales, yet local and international dining businesses continue expanding. The market supports numerous foreign quick-service franchises such as KFC, Pizza Hut, Burger King, Bonchon, Lotteria, Marry Brown, The Pizza Company, Ya Kun Coffee & Toast, Gloria Jean's, and Gong Cha and strong domestic brands like YKKO, Rangoon Tea House which now operate across neighboring countries. For comprehensive insight into these dynamics, see the full report at [Burma Food Service - Hotel Restaurant Institutional](#).

Food and Feed Processing: Burma's food and beverage processing industry consists of approximately 24,000 registered private industrial enterprises and accounts for nearly 50 percent of the country's manufacturing sector. The industry primarily processes staple agricultural commodities, such as rice, beans, maize, and other crops for domestic consumption and export markets. Domestic production also includes cooking oil, beer, spirits, soft drinks, instant noodles, confectionery, coffee, tea, ready-to-eat traditional foods, processed meat products, fresh milk, and flavored beverages. [Wheat consumption](#) for instant noodle manufacturing and the bakery sector has increased in recent years. In recent years, processors have introduced more value-added and convenience-oriented products, including canned Burmese curries, single-serving ready-to-eat Burmese meals, and traditional rice noodle and curry products with improved packaging. Nearly 90 percent of food processing sales are directed toward the domestic market. Some Burmese food processors have also invested in manufacturing operations in Thailand and Malaysia to facilitate export certification and re-export products to regional and international markets. Demand also remains strong for imported food preparations and dairy products, as domestic production capacity and raw material availability remain limited, creating opportunities for U.S. exporters supplying high-quality food ingredients and consumer-oriented products.

[Burma's feed and livestock sectors](#) continue to rely heavily on imported agricultural commodities and breeding inputs due to limited domestic production capacity. Imports of soybeans for animal feed meal production have increased in recent years, creating opportunities for U.S. suppliers. The country's expanding poultry and livestock industries are also driving demand for imported hatching eggs and improved poultry and cattle genetics for use by commercial hatcheries, breeder farms, and livestock producers. Industrial production data is available through the [Ministry of Planning and Finance: Quarterly Statistics Bulletin](#).

Food Preparations: In 2025, imports of food preparations accounted for 59 percent of total U.S. consumer-oriented agricultural exports to Burma, reaching approximately \$2.3 million. Imports declined by 4 percent compared to 2024 due to ongoing import licensing challenges, however, demand remained strong among domestic food manufacturers and processors. Products in this category include a wide range of processed and specialty food preparations such as sweetened food products, beverage bases, nutritional mixes and convenience-oriented food ingredients commonly used in baking and cooking applications. Demand for imported, value-added, and convenience food products continues to grow, particularly among urban consumers and local food processors seeking higher-quality ingredients and innovative products.

Dairy Products: Burma's dairy imports are primarily driven by demand for dried whey, cheddar cheese, mozzarella cheese, whey protein, nonfat dry milk, buttermilk, infant formula, and other specialty dairy ingredients used by food processors, bakeries, retailers, and the foodservice sector. Since May 1, 2021, the Burmese government has prohibited imports of certain dairy products, including milk, yogurt, and condensed milk, through land borders with Thailand and China, citing food safety concerns and

efforts to support local production. While imports by sea and air remain permitted, import licensing approvals have become increasingly difficult due to strict foreign exchange controls. Despite these constraints, demand for imported dairy products remains strong because of limited domestic production capacity. In 2025, dairy products accounted for 14 percent of total U.S. consumer-oriented exports to Burma and increased by 207 percent compared to 2024.

Seafood Products: Burma has a strong seafood industry and one of the highest fish consumption rates in Southeast Asia, with [fisheries and aquaculture](#) serving as important sources of protein, employment, and export earnings. Total fisheries production exceeds 3 million metric tons annually, including more than 1.2 million metric tons from aquaculture production. Alongside strong domestic seafood production, demand for imported premium seafood products has gradually increased through modern retail and foodservice channels, particularly in Yangon, Nay Pyi Taw and Mandalay. According to Trade Data Monitor, U.S. exports of frozen sockeye salmon and other Pacific salmon products, including frozen fillets, portions, and processed frozen salmon cuts, increased by 33 percent to approximately \$1.2 million between 2023 and 2025. Growing interest in sushi, Korean and Japanese cuisine, Western dining, and health-oriented food products continues to create opportunities for imported U.S. salmon products in Burma.

Alcoholic Drinks: Consumer spending on alcoholic beverages is experiencing a notable growth in Burma. Beer remains the most widely consumed alcoholic drink, with the market dominated by international brands such as Heineken, ThaiBev, and Carlsberg, all of which produce locally. While the importation of wine and spirits is permitted, beer imports are restricted to importers with duty free import licenses to protect domestic beer producers. According to the Euromonitor, the total value of alcoholic drink sales was \$215.4 million in 2025, with the compound annual growth rate (CAGR) from 2021 to 2025 at approximately 18 percent. U.S. liquor exports to Burma have shown promising growth, reaching \$82,000 in 2024, more than doubling since 2019 (pre-Covid and pre-coup), however, the importation is not consistent due to current policies and restrictions.

Section V: Agricultural and Food Imports

According to the [Myanmar Trade Rules](#), the MOC classifies imports into [three priority categories](#) to manage foreign currency allocation, with essential goods and raw materials receiving the highest priority while consumer goods are assigned lower priority. Burma also maintains import restrictions on selected consumer food and beverage products through both overseas and border trade channels, including seasoning powder, soft drinks, biscuits, fresh milk, condensed milk, evaporated milk, confectionery products, canned foods, noodles, liquor, beer, cigarettes, and fresh fruits. These restrictions are periodically revised based on domestic market conditions and government policy priorities.

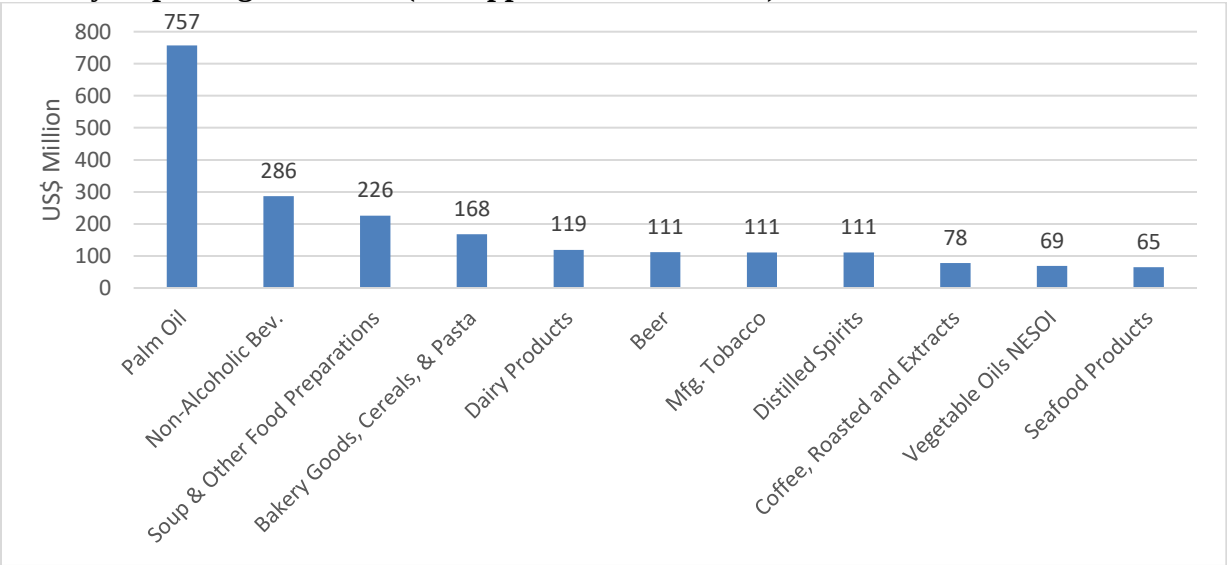
Sea shipment import licenses can take three to five months to obtain and may not be granted for lower-priority consumer goods. Most sea shipments transit through Laem Chabang Port before entering Burma. Due to faster delivery processes, many importers increasingly rely on border trade routes with Thailand, although trade through major crossings such as Myawaddy remains highly volatile because of armed conflict, route/border closures, and unofficial fees along transport routes. Alternative crossings including Tachileik and Kawthaung are also commonly used. As a result, many importers increasingly rely on border trade routes, particularly through Thailand, and Burma's import value from Thailand in 2025 was 31 percent higher than in 2019. In recent years, air shipments have become increasingly popular among food and beverage importers to fulfill urgent demand despite significantly higher

transportation costs, with importers preferring smaller but more frequent shipments for premium and short shelf-life products.

In 2025, the United States ranked as Burma’s ninth-largest supplier of agricultural and related products. Burma’s leading suppliers were Thailand at approximately \$1.5 billion, followed by Indonesia at \$0.7 billion and China at \$0.5 billion. Feed ingredients, particularly soybean meal and soybeans, accounted for approximately 35 percent of total U.S. agricultural exports to Burma in 2025. Traditionally, U.S. soybean meal competes primarily with suppliers from Brazil and Bolivia; however, Thailand accounted for 42 percent of Burma’s soybean meal imports in 2025, followed by the United States at 18 percent and Malaysia at 14 percent, indicating significant transshipment and regional redistribution through neighboring countries. In the wheat market, Australia dominated Burma’s imports with an 88 percent market share in 2025, while U.S. wheat accounted for approximately 12 percent, valued at around \$0.1 billion.

Overall consumer-oriented food imports from the United States increased 45 percent to \$3.9 million in 2025 compared to 2024. Thailand, China, Singapore, Philippines, Malaysia, India and Indonesia are the top suppliers benefitting from their proximity to Burma. The top ten consumer-oriented product imports by country market share in 2025 can be found in **Appendix II**. Please refer BICO table for U.S. agricultural exports to the country over the last 5 years in **Appendix I**.

Chart 1. Burma: Top Agricultural and Food Consumer-Oriented Products Exported to Burma in 2025 by Reporting Countries (see Appendix 2 for details)



Source: Trade Data Monitor

Table 1. United States: Top 10 U.S. Agricultural Exports to Burma

Commodity	Total Value (\$ million) in 2025	Total Volume (Metric Tons)	10-Year Average Annual Export Value (\$ million)	10-Year Growth (%)
Wheat	19.4	72,400	16.71	236
Soybean Meal	10.6	28,020	54.62	-79
Soybeans	4.09	8,822	7.11	-28
Food Preparations	2.26	123	1.81	317
Other Intermediate Products	1.32	26	1.61	-41
Eggs & Products	1.03	*Not reported	0.30	449
Dairy Products	0.56	47	1.21	-61
Dextrins, Peptones, & Proteins	0.46	24	0.87	-18
Other Feeds, Meals & Fodders	0.26	902	2.34	-89
Non-Alcoholic Bev. (excl. juices)	0.02	0.86	0.59	37

Source: <https://www.fas.usda.gov/regions/burma>, [GATS](#)

Best High-Value, Consumer-Oriented Product Prospects

- Food Preparations: food dyes, flavors, food mixes, preservatives, sugar, gelatin
- Eggs & products: chicken eggs, egg powder
- Dairy products: butter, cheese, cream cheese, whipped cream, cheese dip, nonfat dry milk
- Fresh fruits: apples, oranges, grapes, cherry, blueberries (**Error! Hyperlink reference not valid.**)
- Condiments and sauces: vinegar, tomato sauce, chili sauce
- Wine
- Distilled Spirits

Section VI: Key Contacts and Further Information

Different ministries within the Burmese government establish import requirements for agricultural products. A general breakdown of government oversight follows:

Plants and plant products, plant-based feed ingredients, seeds, pesticides, fertilizers	Department of Agriculture (DOA) under Ministry of Agriculture Livestock and Irrigation (MOALI)
Live animals, meat and poultry products, animal-based feed ingredients, veterinary medicine/pharmaceuticals	Livestock Breeding and Veterinary Department (LBVD) under MOALI
Seafood and seafood products, feed ingredients for aquaculture	Department of Fisheries (DOF) under MOALI
Packaged food and beverage products, including distilled spirits and wine	Department of Food and Drug Administration (FDA) under Ministry of Health and Sports (MOHS)
Import licenses	Ministry of Commerce
Customs	Burma Customs Department

The Foreign Agricultural Service office in Rangoon, Burma maintains current information about import requirements and food and agricultural import opportunities. The office can provide lists of potential importers and distributors, associations, and other key contacts. Please contact our office with questions or comments:

Agricultural Affairs Office

Phone: +95-1-536509

Physical Address:

Email: AgRangoon@fas.usda.gov

U.S. Embassy

110 University Avenue, Kamayut Township

11041, Yangon, Burma

<http://www.fas.usda.gov>

Attachments:

[Appendix I_BICO_U.S. Exports of Agricultural & Related Products to Burma.docx](#)

[Appendix II_Burma's Top Ten "Consumer-oriented" Product Imports, including Seafood.docx](#)