

MYANMAR AND THANAKHA



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THANAKHA

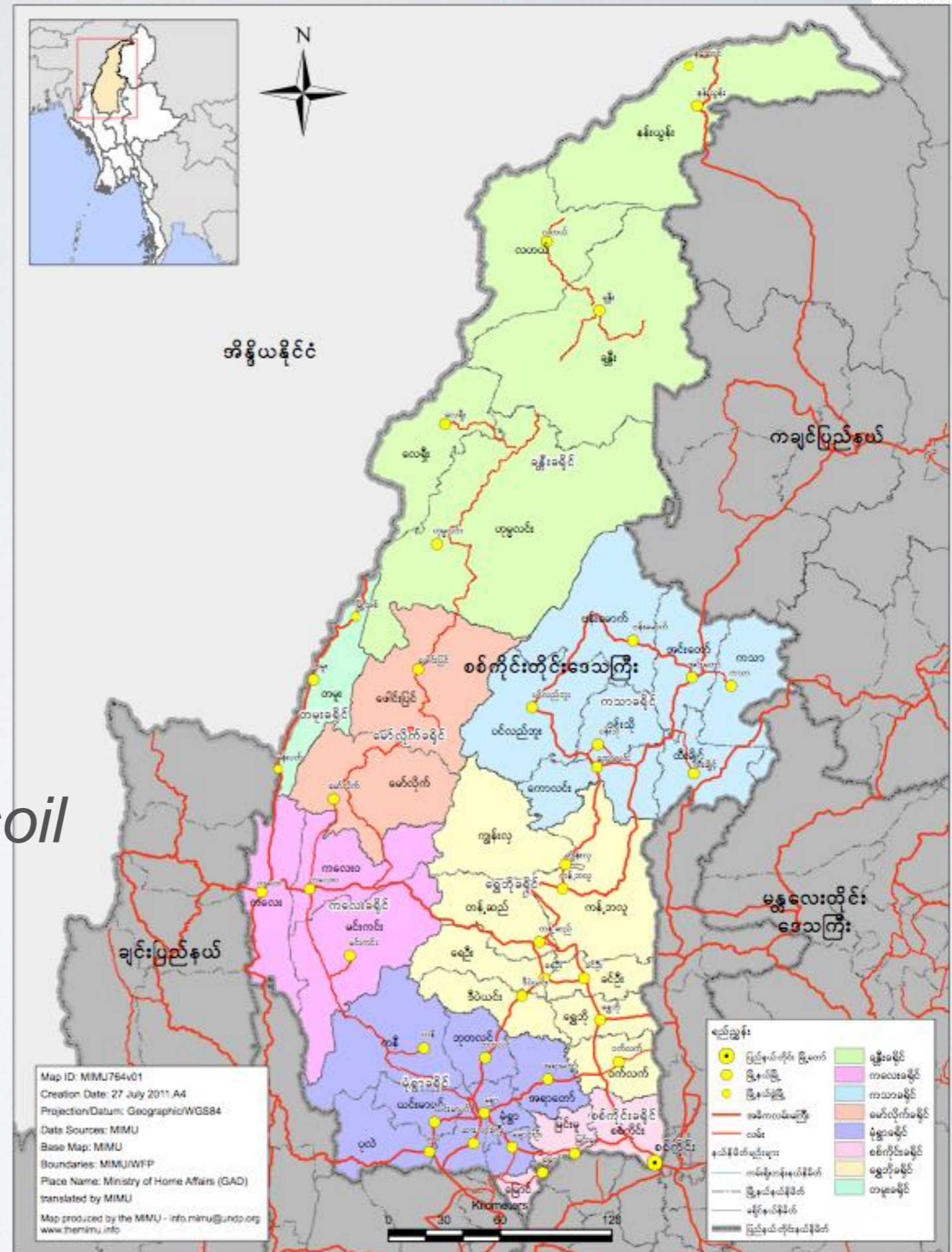
- Daily used cosmetic in Myanmar since 2000 years ago
- Traditional cosmetic of Myanmar women
- Well liked by all Myanmar people
- Different kind of thanakha such as Shinmataung, Shwe bo, Thihayarzar or Myaing, Shan and Pan Thanakha



Botanical Name
Hesperethusa
crenulata

Growth region
Upper Part of Myanmar

Soil Type
red ochre, sandy soil, gravel soil
and stony soil

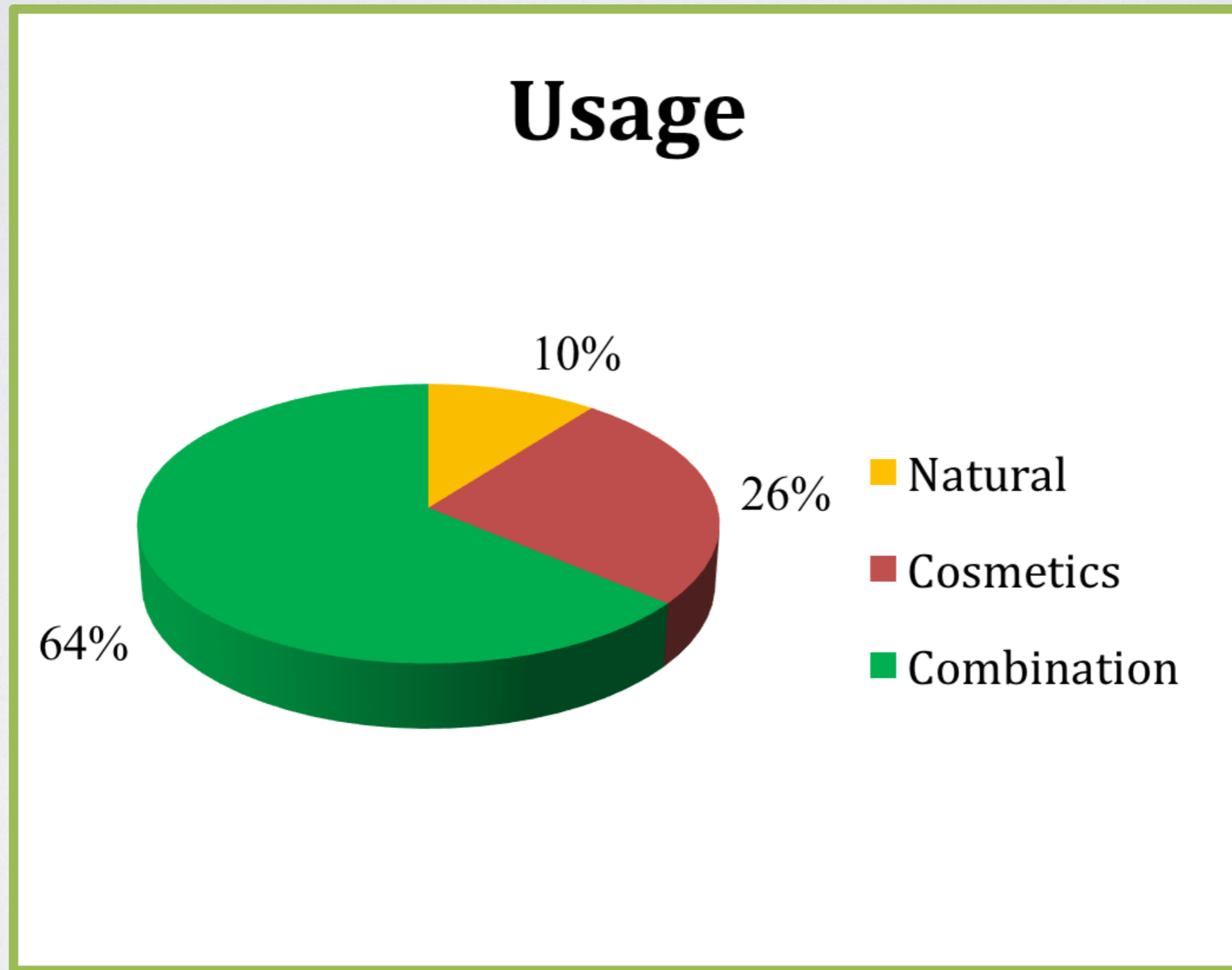


BENEFITS

- Precious Medicinal cosmetic
- Anti Fungal activity, Anti aging and sun block effect
- Good for cure skin irritation
- Popular for its skin care in preventing acne, pimples and freckles

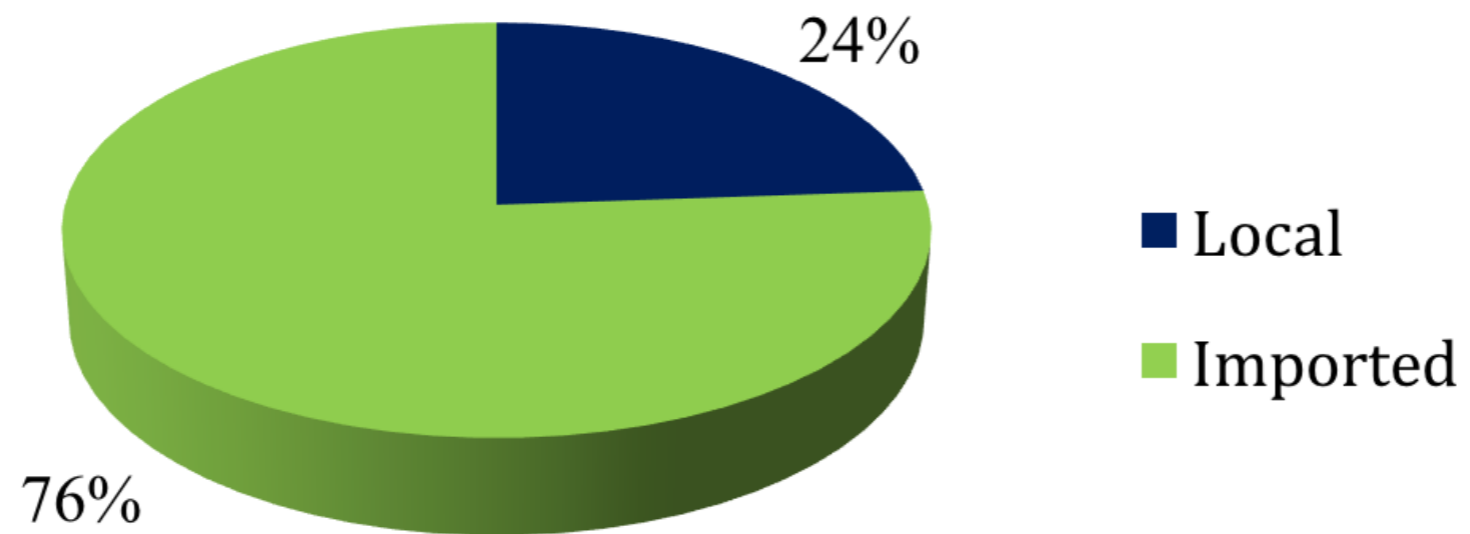
MYANMAR COSMETIC MARKET ANALYSIS

Beauty Product Usage Statistics



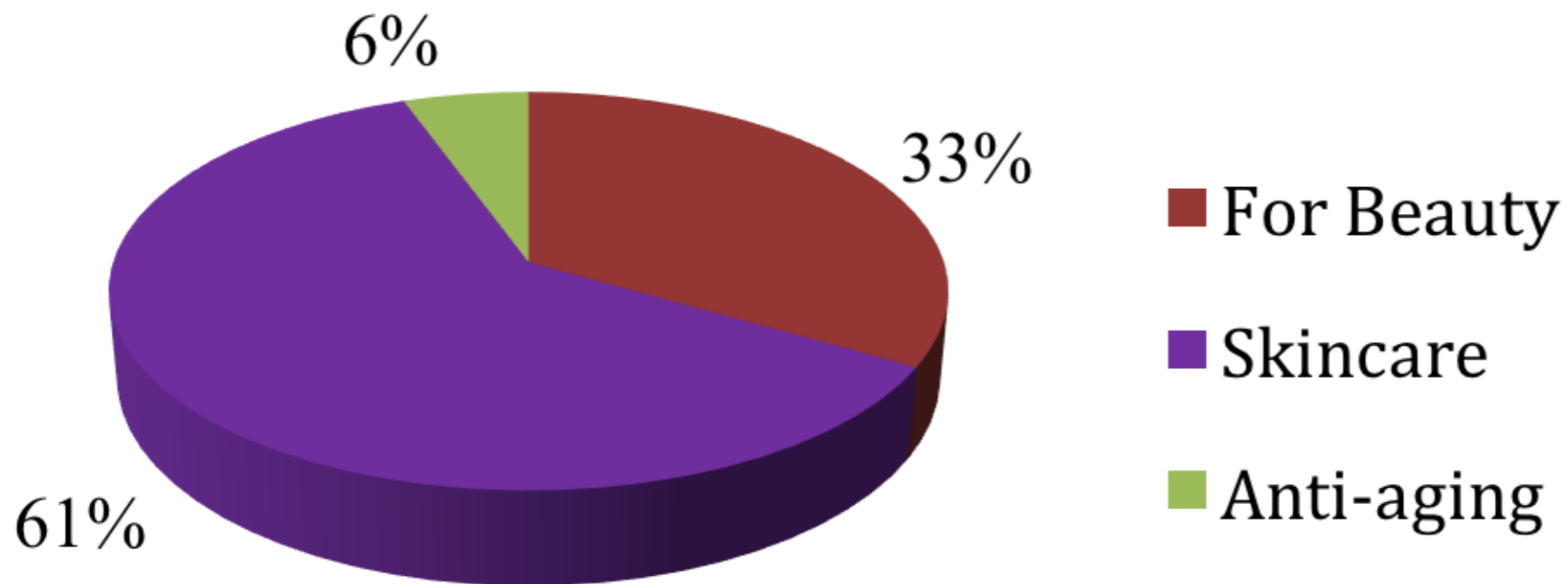
Consumers' Preference

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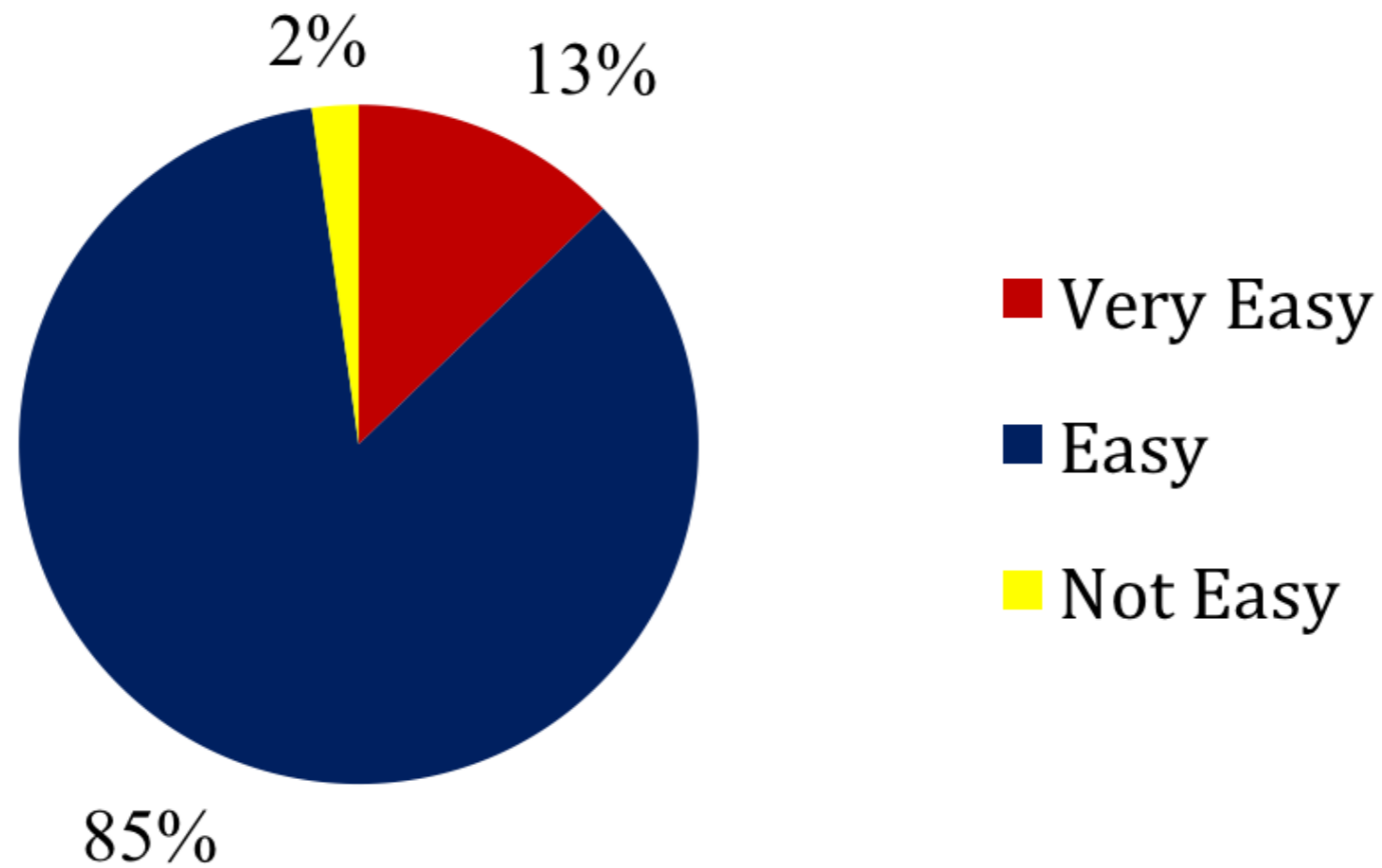
Purpose of Usage

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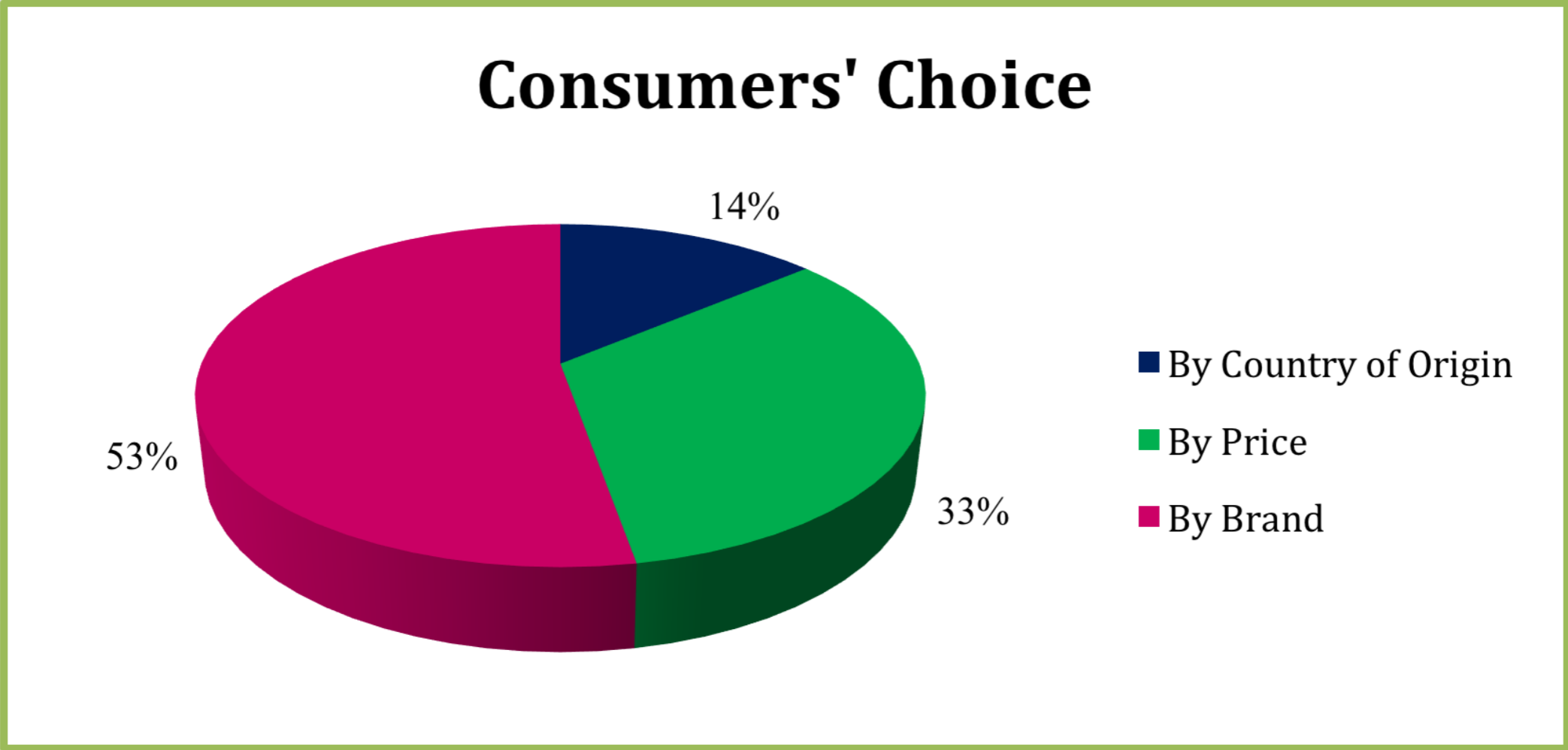


Market Accessibility

Market Accessibility



Consumers' Choice

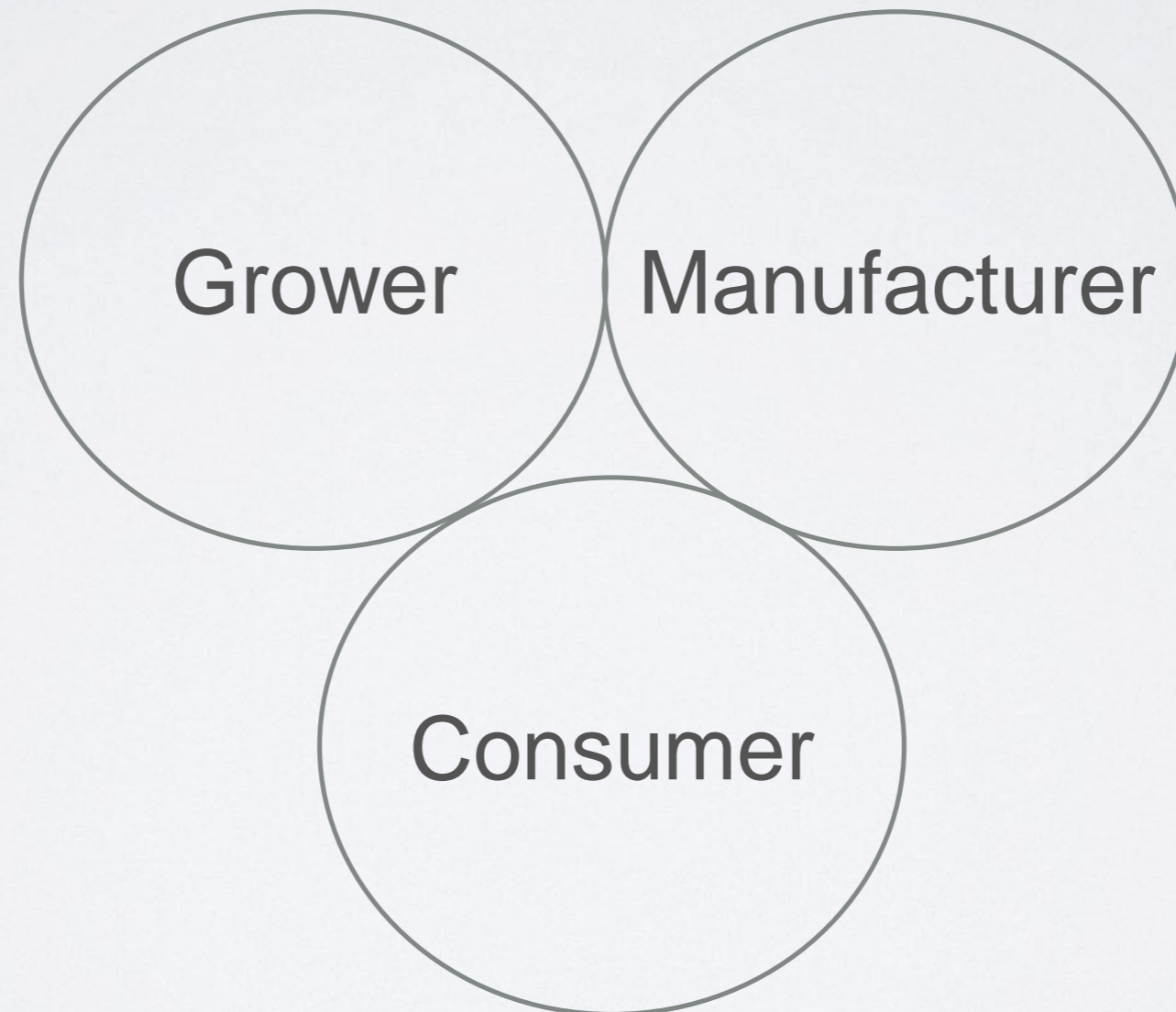


FINDING

- Above analysis was done based on 600 peoples from 6 different cities such as Yangon, Mandalay, Bago, Patheingyi, Taungtha and Pyaw Oo.
- Majority of Myanmar women respondents from all age income, occupation and education level; prefer to use both natural and cosmetic products combination
- Due to easy accessibility, affordable prices and cultural mixing, there is an increasing trend of demand of imported beauty products

- Thanakha base cosmetic products to Myanmar market such as,
 - Thanakha Based Facial Forms
 - Thanakha Based Toner
 - Thanakha Based Day and Night Cream
 - Thanakha Mask

DEVELOPMENT OF THANAKHA SECTOR



MYANMAR COSMETIC ASSOCIATION (THANAKHA COMMITTEE)

- To protect and develop Thanakha growers' business
- To manufacture quality Thanakha
- To promote Thanakha

TO IMPROVE THANAKHA INDUSTRY

- Give training to grow systematically
 - Skill Development Training
 - Soil Enhancement Training
 - Management Training
- Thanakha Awareness
- Market Expansion
 - Value added Thanakha products
- Need proven data

QUESTIONS ?



THANK YOU !!!