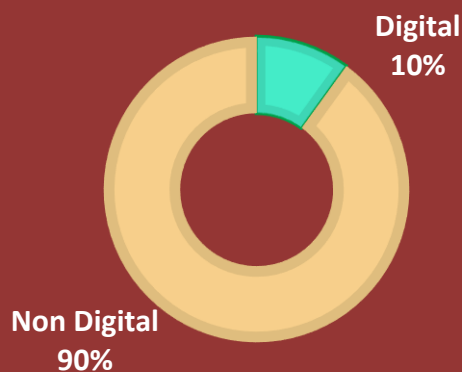


MYANMAR ADVERTISING INDUSTRY 2019 OVERVIEW

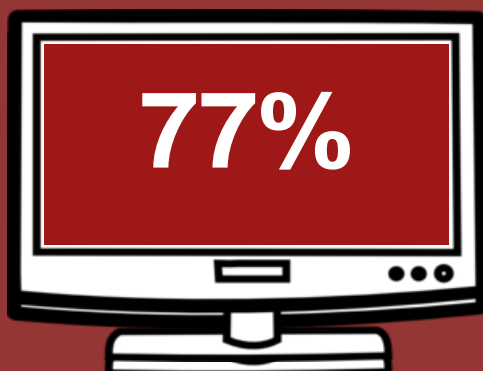
Non-Digital Advertising dominates the industry



Why?

- LIMITED KNOWLEDGE OF DIGITAL ADVERTISING
- INCONVENIENCE WITH BUYING DIGITAL ADVERTISING SERVICES

Television is the most popular
Advertising Channel



ABOUT TWO-THIRD OF
TOTAL ADVERTISING
EXPENDITURES ARE
SPENT ON TELEVISION
ADVERTISING

Biggest Advertising Spenders on Television



Broadcasting Services



Communication Services



Mobile Phone & Accessories



Cosmetics & Toiletries

Drivers of Digital Advertising



The percentage of population using Internet in 2019

21 million

Estimated numbers of Facebook Users in 2019



Social Media is the most popular form of Digital Advertising in 2019

MMRD Industry Insight is the leading Market Research Company based in Yangon, Myanmar.

Visit us via mmrdrs.com or contact us via rd@mmrdrs.com.

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