

Contact Lenses and Solutions in Malaysia

Market Direction | 2022-06-28 | 22 pages | Euromonitor

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Report description:

The easing of lockdown and pandemic restrictions in Malaysia is expected to lead to consumers spending more time outside the home. This will be in part due to the resumption of office (or non-remote) work as well as in part due to consumers socialising, travelling, and taking part in more out-of-home activities like sport. This will boost demand for contact lenses as consumers not only seek a more practical eyewear solution but also start to pay more attention to their appearance and personal st...

Euromonitor International's Contact Lenses and Solutions in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Contact Lens Solutions, Contact Lenses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Contact Lenses and Solutions market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Easing of pandemic restrictions boosts demand for contact lenses

Changes in governmental regulations spur growth in e-commerce and lead to a rise in subscription services

Players continue to adapt to changing lifestyle needs by launching protective lens materials and innovations

PROSPECTS AND OPPORTUNITIES

More time outside the home will drive demand for cosmetic lenses

Ongoing price promotions boost demand but will slow value sales growth

Players likely to continue innovating to adapt to changing demands

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