

Eyewear in Malaysia

Market Direction | 2022-06-28 | 39 pages | Euromonitor

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Report description:

In 2022, eyewear in Malaysia is expected to make a fully recovery from the overall volume and value declines seen in the first year of the pandemic. Consumers will start to spend more time out of the home again and seek convenience and practicality from their eyewear solutions. This will lead to an increasing shift towards wearing contact lenses over spectacles, though most consumers who wear contact lenses will also have a pair of spectacles too. In addition, consumers will be keen to travel, d...

Euromonitor International's Eyewear 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 Lenses and Solutions, Spectacles, Sunglasses.

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

Why buy this report?

- * Get a detailed picture of the Eyewear 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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Resumption in international and domestic travel will speed up category recovery

Discounting by luxury brands likely to boost volume sales of luxury sunglasses

Growth of e-commerce likely thanks to developments in virtual try-on technology

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