

Eyewear in Malaysia

Market Direction | 2023-06-09 | 37 pages | Euromonitor

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Report description:

The reopening of the market with the removal of COVID-19 related restrictions has impacted eyewear in Malaysia, with mixed developments. The sunglasses category was a prominent beneficiary of the shift towards more normal lifestyles. The resumption of international travel from the end of 2022 onwards led to an influx of international tourists, as well as Malaysians returning to domestic and international travel. As a result, there was a significant increase in demand for sunglasses amongst both...

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 (2018-2022), 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 2027 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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