

Spectacles in Malaysia

Market Direction | 2023-06-09 | 19 pages | Euromonitor

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Report description:

Consumers in Malaysia got used to wearing spectacles instead of contact lenses during the COVID-19 crisis, when the marked reduction in face-to-face social contact weakened their interest in wearing contact lenses for reasons of appearance and vanity and made them focus more on comfort and convenience. This led to a switch in consumption patterns that has persisted even as the immediate threat from COVID-19 has waned and consumers have returned to more normal lifestyles. Many consumers have cont...

Euromonitor International's Spectacles 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: Readymade Reading Glasses, Spectacle Frames, Spectacle 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 Spectacles 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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Euromonitor International
June 2023

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Switch in consumption behaviour after pandemic spurs growth in spectacles

Eyewear retailers aim to attract sales with affordable spectacle packages offered in stores

Luxottica retains lead, but smaller players continue to expand

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