

## Sunglasses in Malaysia

Market Direction | 2023-06-09 | 18 pages | Euromonitor

### AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### Report description:

The continued relaxation of restrictions on international travel introduced to contain the spread of COVID-19 has served to strengthen consumers' confidence in travelling and boosted cross border travel, which was allowed freely towards the end of 2022. This has acted as a significant spur to the recovery of sunglasses sales, as consumers have been purchasing replacement sunglasses to take travelling following the reopening of international travel. The revival of international air travel has cau...

Euromonitor International's Sunglasses 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.

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

### Why buy this report?

- \* Get a detailed picture of the Sunglasses 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.

### Table of Contents:

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## List Of Contents And Tables

### SUNGLASSES IN MALAYSIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Relaxation of international travel rules related to COVID-19 containment boosts recovery in sunglasses

Prices for sunglasses remain stable with constant discounts and promotions given by retailers and manufacturers

Smaller players dominate

#### PROSPECTS AND OPPORTUNITIES

Continuous enhancement in transition lenses expected to attract more sales away from sunglasses

Retailers focus on retaining sales share by reducing price and technological innovation

Trend of premiumisation in sunglasses anticipated along with opening of more premium eyewear retailers

#### CATEGORY DATA

Table 1 Sales of Sunglasses: Volume 2018-2023

Table 2 Sales of Sunglasses: Value 2018-2023

Table 3 Sales of Sunglasses: % Volume Growth 2018-2023

Table 4 Sales of Sunglasses: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sunglasses: % Value 2018-2022

Table 6 LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 7 Distribution of Sunglasses by Format: % Value 2018-2023

Table 8 Forecast Sales of Sunglasses: Volume 2023-2028

Table 9 Forecast Sales of Sunglasses: Value 2023-2028

Table 10 □Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Sunglasses: % Value Growth 2023-2028

### EYEWEAR IN MALAYSIA

#### EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

#### MARKET DATA

Table 12 Sales of Eyewear by Category: Volume 2018-2023

Table 13 Sales of Eyewear by Category: Value 2018-2023

Table 14 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 15 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Eyewear: % Value 2018-2022

Table 17 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 18 Distribution of Eyewear by Format: % Value 2018-2023

Table 19 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 20 Forecast Sales of Eyewear by Category: Value 2023-2028

Table 21 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Sunglasses in Malaysia

Market Direction | 2023-06-09 | 18 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)