

Sunglasses in Malaysia

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

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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.

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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

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