

Eye Care in Malaysia

Market Direction | 2023-10-19 | 24 pages | Euromonitor

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Report description:

Eye care continued to see robust growth in retail volume terms in 2023, with standard eye care leading the way. Malaysians typically spend long periods of time on digital devices, a practice which is linked to a range of vision issues, including discomfort, burning and dry eyes. The explosion of remote working during the pandemic led to consumers spending even more time on smartphones, tablets and computers, and although working patterns had largely returned to normal, the remote working culture...

Euromonitor International's Eye Care 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Eye Care, Standard Eye Care.

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

Why buy this report?

- * Get a detailed picture of the Eye Care 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.

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EYE CARE IN MALAYSIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand on eye care is boosted by strong exposure to digital gadgets

Innovative new launches with more advanced claims

New vial packaging format offers consumers a more hygiene option

PROSPECTS AND OPPORTUNITIES

Standard eye care expected to lead growth in eye care, with new product development likely to focus around greater efficacy and the treatment of specific issues

Eye health supplements pose a threat to the growth of eye care

Distribution through offline channels will remain solid, with convenience stores expected to grow in importance

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