

Contact Lenses and Solutions in Malaysia

Market Direction | 2024-05-29 | 22 pages | Euromonitor

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Report description:

Contact lenses in Malaysia is seeing a continued consumer shift from frequent replacement lenses to daily disposable lenses in 2024. This is being driven by changing lifestyles and evolving demand. In the immediate aftermath of the pandemic, local consumers were gravitating towards frequent replacement lenses, motivated by high price-sensitivity and they sought to economise and focus their reduced purchasing power on essential products, such as groceries. As such, daily disposable lenses were se...

Euromonitor International's Contact Lenses and Solutions 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Contact Lens Solutions, Contact 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 Contact Lenses and Solutions 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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2024 DEVELOPMENTS

Shift from frequent replacement lenses to daily disposable lenses
Demand for colour cosmetic lenses and protective functionality pushes advances in technology
Myopia control contact lenses slowly gather ground as brands continue to woo consumers through promotional offers
PROSPECTS AND OPPORTUNITIES
Sustainability focus to encourage more consumers to opt for frequent replacement lenses while colour cosmetic lenses will continue to expand
Rise of e-commerce will push store-based retailers to invest more in omnichannel strategies
Private label set to expand while consumers seek out extra benefits

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