

Eyewear in Malaysia

Market Direction | 2024-05-29 | 38 pages | Euromonitor

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Report description:

Eyewear in Malaysia in 2024 is seeing continued growth overall in both volume and current value terms. Sales are supported by the fuller resurgence of international travel and return to active outdoor lifestyles. Retailers are leveraging this trend to stimulate sales by offering frequent and regular discounts. At the same time, fast-fashion spectacles packages are becoming more prevalent, with this being driven by value-seeking behaviour. Most optical retailers are offering such incentives, with...

Euromonitor International's Eyewear 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 Lenses and Solutions, Spectacles, Sunglasses.

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

Why buy this report?

- * Get a detailed picture of the Eyewear 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
May 2024

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