

## **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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## Table of Contents:

Eyewear in Malaysia  
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### List Of Contents And Tables

#### EYEWEAR IN MALAYSIA

##### EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

##### MARKET DATA

Table 1 Sales of Eyewear by Category: Volume 2019-2024

Table 2 Sales of Eyewear by Category: Value 2019-2024

Table 3 Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 4 Sales of Eyewear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Eyewear: % Value 2019-2023

Table 6 LBN Brand Shares of Eyewear: % Value 2020-2023

Table 7 Distribution of Eyewear by Format: % Value 2019-2024

Table 8 Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 9 Forecast Sales of Eyewear by Category: Value 2024-2029

Table 10 Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CONTACT LENSES AND SOLUTIONS IN MALAYSIA

##### KEY DATA FINDINGS

##### 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

##### CATEGORY DATA

Table 12 Sales of Contact Lenses by Category: Volume 2019-2024

Table 13 Sales of Contact Lenses by Category: Value 2019-2024

Table 14 Sales of Contact Lenses by Category: % Volume Growth 2019-2024

Table 15 Sales of Contact Lenses by Category: % Value Growth 2019-2024

Table 16 Sales of Contact Lens Solutions: Value 2019-2024

Table 17 Sales of Contact Lens Solutions: % Value Growth 2019-2024

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Table 18 Sales of Contact Lenses by Type: % Value 2019-2024

Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024

Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024

Table 21 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024

Table 22 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024

Table 23 □NBO Company Shares of Contact Lenses: % Value 2019-2023

Table 24 □LBN Brand Shares of Contact Lenses: % Value 2020-2023

Table 25 □Distribution of Contact Lenses by Format: % Value 2019-2024

Table 26 □Distribution of Contact Lens Solutions by Format: % Value 2019-2024

Table 27 □Forecast Sales of Contact Lenses by Category: Volume 2024-2029

Table 28 □Forecast Sales of Contact Lenses by Category: Value 2024-2029

Table 29 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029

Table 31 □Forecast Sales of Contact Lens Solutions: Value 2024-2029

Table 32 □Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

## SPECTACLES IN MALAYSIA

### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Premiumisation drives value growth in spectacles with volume growth supported by enduring habits

Myopia control and fast-fashion trends shape development in spectacles

Demand rises for photochromic functionality, while Luxottica maintains overall lead

### PROSPECTS AND OPPORTUNITIES

Forecast period set to see rising demand for sophisticated functionality

Optical goods stores will remain dominant distribution channel

Price wars are likely to intensify within spectacles while consumers will seek out lightweight options

## CATEGORY DATA

Table 33 Sales of Spectacles by Category: Volume 2019-2024

Table 34 Sales of Spectacles by Category: Value 2019-2024

Table 35 Sales of Spectacles by Category: % Volume Growth 2019-2024

Table 36 Sales of Spectacles by Category: % Value Growth 2019-2024

Table 37 Sales of Spectacle Lenses by Type: % Value 2019-2024

Table 38 NBO Company Shares of Spectacles: % Value 2019-2023

Table 39 LBN Brand Shares of Spectacles: % Value 2020-2023

Table 40 Distribution of Spectacles by Format: % Value 2019-2024

Table 41 Forecast Sales of Spectacles by Category: Volume 2024-2029

Table 42 □Forecast Sales of Spectacles by Category: Value 2024-2029

Table 43 □Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029

Table 44 □Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

## SUNGLASSES IN MALAYSIA

### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Sunglasses maintains strong growth momentum driven by premiumisation trends

Polarised lenses and clip-ons attract greater interest among local consumers, and players invest in try-on technology

Sports sunglasses enjoy sharper focus while global brands still lead the charge

### PROSPECTS AND OPPORTUNITIES

Lower-cost options will see surging demand during forecast period, supporting sales in e-commerce

Premiumisation trends set to accelerate as consumers seek out high-end brands

Technological innovation will pick up pace

#### CATEGORY DATA

Table 45 Sales of Sunglasses: Volume 2019-2024

Table 46 Sales of Sunglasses: Value 2019-2024

Table 47 Sales of Sunglasses: % Volume Growth 2019-2024

Table 48 Sales of Sunglasses: % Value Growth 2019-2024

Table 49 NBO Company Shares of Sunglasses: % Value 2019-2023

Table 50 LBN Brand Shares of Sunglasses: % Value 2020-2023

Table 51 Distribution of Sunglasses by Format: % Value 2019-2024

Table 52 Forecast Sales of Sunglasses: Volume 2024-2029

Table 53 Forecast Sales of Sunglasses: Value 2024-2029

Table 54 ☐Forecast Sales of Sunglasses: % Volume Growth 2024-2029

Table 55 ☐Forecast Sales of Sunglasses: % Value Growth 2024-2029

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