

## **Spectacles in Malaysia**

Market Direction | 2024-05-29 | 20 pages | Euromonitor

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### **Report description:**

Current value growth in spectacles in Malaysia is being driven by premiumisation trends in 2024. Malaysians are typically brand conscious and show a strong appetite for luxury and premium spectacle frames. The trend is supported by the growing number of premium-positioned optical goods stores, such as Focus Point Signature, and Opulence, for example.

Euromonitor International's Spectacles 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: Readymade Reading Glasses, Spectacle Frames, Spectacle 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 Spectacles 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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SPECTACLES IN MALAYSIA

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Myopia control and fast-fashion trends shape development in spectacles

Demand rises for photochromic functionality, while Luxottica maintains overall lead

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