

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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List Of Contents And Tables

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 1 Sales of Spectacles by Category: Volume 2019-2024

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

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

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

Table 5 Sales of Spectacle Lenses by Type: % Value 2019-2024

Table 6 NBO Company Shares of Spectacles: % Value 2019-2023

Table 7 LBN Brand Shares of Spectacles: % Value 2020-2023

Table 8 Distribution of Spectacles by Format: % Value 2019-2024

Table 9 Forecast Sales of Spectacles by Category: Volume 2024-2029

Table 10 □Forecast Sales of Spectacles by Category: Value 2024-2029

Table 11 □Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

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 13 Sales of Eyewear by Category: Volume 2019-2024

Table 14 Sales of Eyewear by Category: Value 2019-2024

Table 15 Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 16 Sales of Eyewear by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Eyewear: % Value 2019-2023

Table 18 LBN Brand Shares of Eyewear: % Value 2020-2023

Table 19 Distribution of Eyewear by Format: % Value 2019-2024

Table 20 Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 21 Forecast Sales of Eyewear by Category: Value 2024-2029

Table 22 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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