

Sunglasses in Malaysia

Market Direction | 2024-05-29 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Demand for sunglasses in Malaysian remains strong in 2024, with more consumers willing to invest in purchasing new products. This is partly thanks to the resurgence of international travel and increasingly active lifestyles. The revival of international air travel has caused an increase in duty-free sales through various airports, including sales of sunglasses. This has been supported by the opening of more duty-free shops, such as Heinemann in KLIA 2. The pandemic was severely detrimental to th...

Euromonitor International's Sunglasses 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.

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

Why buy this report?

- * Get a detailed picture of the Sunglasses 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

www.scotts-international.com

List Of Contents And Tables

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 1 Sales of Sunglasses: Volume 2019-2024
- Table 2 Sales of Sunglasses: Value 2019-2024
- Table 3 Sales of Sunglasses: % Volume Growth 2019-2024
- Table 4 Sales of Sunglasses: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Sunglasses: % Value 2019-2023
- Table 6 LBN Brand Shares of Sunglasses: % Value 2020-2023
- Table 7 Distribution of Sunglasses by Format: % Value 2019-2024
- Table 8 Forecast Sales of Sunglasses: Volume 2024-2029
- Table 9 Forecast Sales of Sunglasses: Value 2024-2029
- Table 10 □Forecast Sales of Sunglasses: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Sunglasses: % 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 12 Sales of Eyewear by Category: Volume 2019-2024
- Table 13 Sales of Eyewear by Category: Value 2019-2024
- Table 14 Sales of Eyewear by Category: % Volume Growth 2019-2024
- Table 15 Sales of Eyewear by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Eyewear: % Value 2019-2023
- Table 17 LBN Brand Shares of Eyewear: % Value 2020-2023
- Table 18 Distribution of Eyewear by Format: % Value 2019-2024
- Table 19 Forecast Sales of Eyewear by Category: Volume 2024-2029
- Table 20 Forecast Sales of Eyewear by Category: Value 2024-2029
- Table 21 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029
- Table 22 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Sunglasses in Malaysia

Market Direction | 2024-05-29 | 19 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com