

Sunglasses in Malaysia

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

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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.

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Scotts International. EU Vat number: PL 6772247784

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

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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
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Technological innovation will pick up pace

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