

# Luxury Eyewear in Malaysia

<https://marketpublishers.com/r/L22BAF2AFA1EN.html>

Date: December 2021

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: L22BAF2AFA1EN

## Abstracts

Consumers spent even more time than normal using a variety of digital devices during lockdown when they were required to work or study from home which can be damaging to the eyes. However, under the Movement Control Orders (MCO) enforced by the Malaysian government, standalone and optical stores were forced to close between 18 March and 4 May 2020. As a result, optical stores such as Sunglass Hut, Optical 88 and Focus Point were not in operation for almost two months as they were considered non-...

Euromonitor International's Luxury Eyewear in Malaysia report offers a comprehensive guide to the size and shape of the Luxury Eyewear market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Eyewear retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

**Product coverage:** Luxury Spectacle Frames, Luxury Sun Glasses.

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

### Why buy this report?

Get a detailed picture of the Luxury 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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#### 2021 DEVELOPMENTS

Despite prolonged exposure to digital devices and subsequent boost to luxury spectacle frames, the ongoing presence of the virus slows industry recovery in 2021

Limited travel and home-based lifestyles and subsequent decimation of impulse purchases hamper category sales in 2021

Industry players and retailers engage in discounting in order to make their brands more enticing and to shift old stock

#### PROSPECTS AND OPPORTUNITIES

Strong recovery for luxury eyewear from 2022 onwards

Consumers continue to favour bricks and mortar distribution channels although e-commerce sees further growth through the development and progression of virtual try-on technology

Industry recovers as society resumes normality though discounts remain a crucial marketing strategy as both consumers and industry players recover from the economic fallout from the pandemic

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