

Sunglasses in Malaysia

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Relaxation of international travel rules related to COVID-19 containment boosts recovery in sunglasses
Prices for sunglasses remain stable with constant discounts and promotions given by retailers and manufacturers
Smaller players dominate

PROSPECTS AND OPPORTUNITIES

Continuous enhancement in transition lenses expected to attract more sales away from sunglasses
Retailers focus on retaining sales share by reducing price and technological innovation
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