

# Contact Lenses and Solutions in Malaysia

June 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Frequent replacement lenses identified as stronger performer in contact lenses  
Brands using promotional activity and rewards with loyalty programmes to stimulate sales  
New product launches in contact lenses adapting offer to the changing lifestyles of consumers

#### PROSPECTS AND OPPORTUNITIES

Market expected to continue to see the penetration of a larger number of colour cosmetic lenses  
Stronger degree of personalisation as consumers look for value-added benefits  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/contact-lenses-and-solutions-in-malaysia/report](https://www.euromonitor.com/contact-lenses-and-solutions-in-malaysia/report).