

# Spectacles in Malaysia

May 2024

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## Spectacles in Malaysia - Category analysis

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#### 2024 DEVELOPMENTS

Premiumisation drives value growth in spectacles with volume growth supported by enduring habits

Myopia control and fast-fashion trends shape development in spectacles

Demand rises for photochromic functionality, while Luxottica maintains overall lead

#### PROSPECTS AND OPPORTUNITIES

Forecast period set to see rising demand for sophisticated functionality

Optical goods stores will remain dominant distribution channel

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