

Eyewear in Malaysia

June 2025

Table of Contents

Eyewear in Malaysia

EXECUTIVE SUMMARY

Eyewear in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for eyewear?

MARKET DATA

Table 1 - Sales of Eyewear by Category: Volume 2020-2025

Table 2 - Sales of Eyewear by Category: Value 2020-2025

Table 3 - Sales of Eyewear by Category: % Volume Growth 2020-2025

Table 4 - Sales of Eyewear by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Eyewear: % Value 2020-2024

Table 6 - LBN Brand Shares of Eyewear: % Value 2021-2024

Table 7 - Distribution of Eyewear by Format: % Value 2020-2025

Table 8 - Forecast Sales of Eyewear by Category: Volume 2025-2030

Table 9 - Forecast Sales of Eyewear by Category: Value 2025-2030

Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Contact Lenses and Solutions in Malaysia.

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for daily disposable lenses as a result of rising health consciousness amongst Malaysians

Leading players benefit from strong distribution

Myopia control contact lenses remain a niche market as consumers prefer myopia spectacle lenses

PROSPECTS AND OPPORTUNITIES

Spike in demand for clear and coloured cosmetic contact lenses driving growth in both daily disposable and frequent replacement lenses

Coloured cosmetic contact lenses set for strong growth as they become important fashion accessories

Optical goods retailers invest in virtual try-on technology that facilitates online shopping for coloured cosmetics contact lenses

CATEGORY DATA

Table 12 - Sales of Contact Lenses by Category: Volume 2020-2025

Table 13 - Sales of Contact Lenses by Category: Value 2020-2025

Table 14 - Sales of Contact Lenses by Category: % Volume Growth 2020-2025

Table 15 - Sales of Contact Lenses by Category: % Value Growth 2020-2025

Table 16 - Sales of Contact Lens Solutions: Value 2020-2025

Table 17 - Sales of Contact Lens Solutions: % Value Growth 2020-2025

Table 18 - Sales of Contact Lenses by Type: % Value 2020-2025

Table 19 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2020-2025

Table 20 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2020-2025

Table 21 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2020-2025

Table 22 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2020-2025

Table 23 - NBO Company Shares of Contact Lenses: % Value 2020-2024

- Table 24 LBN Brand Shares of Contact Lenses: % Value 2021-2024
- Table 25 Distribution of Contact Lenses by Format: % Value 2020-2025
- Table 26 Distribution of Contact Lens Solutions by Format: % Value 2020-2025
- Table 27 Forecast Sales of Contact Lenses by Category: Volume 2025-2030
- Table 28 Forecast Sales of Contact Lenses by Category: Value 2025-2030
- Table 29 Forecast Sales of Contact Lenses by Category: % Volume Growth 2025-2030
- Table 30 Forecast Sales of Contact Lenses by Category: % Value Growth 2025-2030
- Table 31 Forecast Sales of Contact Lens Solutions: Value 2025-2030
- Table 32 Forecast Sales of Contact Lens Solutions: % Value Growth 2025-2030

Spectacles in Malaysia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady demand in spectacles as value package offering partially offsets increasing contribution of functional lenses Multinational companies lead spectacles with a wide array of brands in spectacle frames and lenses Growing awareness in myopia control lenses amongst highly educated parents within Malaysia

PROSPECTS AND OPPORTUNITIES

Functional lenses expected to gain momentum during forecast period along with improving literacy rate amongst Malaysians

Manufacturers and retailers bank on improvement of customer shopping experience through the provision of professional eye screening services

E-commerce set to maintain its momentum through the power of augmented reality technology

CATEGORY DATA

- Table 33 Sales of Spectacles by Category: Volume 2020-2025
- Table 34 Sales of Spectacles by Category: Value 2020-2025
- Table 35 Sales of Spectacles by Category: % Volume Growth 2020-2025
- Table 36 Sales of Spectacles by Category: % Value Growth 2020-2025
- Table 37 Sales of Spectacle Lenses by Type: % Value 2020-2025
- Table 38 NBO Company Shares of Spectacles: % Value 2020-2024
- Table 39 LBN Brand Shares of Spectacles: % Value 2021-2024
- Table 40 Distribution of Spectacles by Format: % Value 2020-2025
- Table 41 Forecast Sales of Spectacles by Category: Volume 2025-2030
- Table 42 Forecast Sales of Spectacles by Category: Value 2025-2030
- Table 43 Forecast Sales of Spectacles by Category: % Volume Growth 2025-2030
- Table 44 Forecast Sales of Spectacles by Category: % Value Growth 2025-2030

Sunglasses in Malaysia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Promotions and discount campaigns fuel growth in sunglasses, along with influx of international tourists

Luxottica Wholesale tops sunglasses with wide range of licensed brands

Rising number of innovative sports sunglasses as Malaysians increasingly adopt active lifestyles

PROSPECTS AND OPPORTUNITIES

Discounts and promotional campaigns expected to drive sales of branded sunglasses moving forward

Al-powered Meta glasses set to become increasingly visible in the forecast period

Sports sunglasses expected to gain momentum in the next few years in line with rising participation in sports and active lifestyles

CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2020-2025

Table 46 - Sales of Sunglasses: Value 2020-2025

Table 47 - Sales of Sunglasses: % Volume Growth 2020-2025

Table 48 - Sales of Sunglasses: % Value Growth 2020-2025

Table 49 - NBO Company Shares of Sunglasses: % Value 2020-2024

Table 50 - LBN Brand Shares of Sunglasses: % Value 2021-2024

Table 51 - Distribution of Sunglasses by Format: % Value 2020-2025

Table 52 - Forecast Sales of Sunglasses: Volume 2025-2030

Table 53 - Forecast Sales of Sunglasses: Value 2025-2030

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030

Table 55 - Forecast Sales of Sunglasses: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/eyewear-in-malaysia/report.