

# Eye Care in Malaysia

October 2023

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## Eye Care in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand on eye care is boosted by strong exposure to digital gadgets

Innovative new launches with more advanced claims

New vial packaging format offers consumers a more hygiene option

#### PROSPECTS AND OPPORTUNITIES

Standard eye care expected to lead growth in eye care, with new product development likely to focus around greater efficacy and the treatment of specific issues

Eye health supplements pose a threat to the growth of eye care

Distribution through offline channels will remain solid, with convenience stores expected to grow in importance

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