

# Sunglasses in Malaysia

May 2024

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## Sunglasses in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sunglasses maintains strong growth momentum driven by premiumisation trends

Polarised lenses and clip-ons attract greater interest among local consumers, and players invest in try-on technology

Sports sunglasses enjoy sharper focus while global brands still lead the charge

#### PROSPECTS AND OPPORTUNITIES

Lower-cost options will see surging demand during forecast period, supporting sales in e-commerce

Premiumisation trends set to accelerate as consumers seek out high-end brands

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