



# Eye Care in Malaysia

October 2023

Table of Contents

## 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

#### CATEGORY DATA

Table 1 - Sales of Eye Care by Category: Value 2018-2023

Table 2 - Sales of Eye Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 5 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

## Consumer Health in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: the big picture

2023 key trends

Competitive landscape

Retailing developments

What's next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023

Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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