



Euromonitor
International

Eye Care in Malaysia

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increasing levels of screen time drive demand for eye care products
- New product launches featuring distinctive benefits drive growth in eye care
- Local manufacturers expand into eye care to tap into growing demand

PROSPECTS AND OPPORTUNITIES

- Varieties of eye wash emerge as competition for eye care in forecast period as surging number of eye wash seen
- Eye health supplements will continue to pose threat to eye care as consumers engage in preventative measures
- 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 2019-2024
- Table 2 - Sales of Eye Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Eye Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Eye Care: % Value 2021-2024
- Table 5 - Forecast Sales of Eye Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

Consumer Health in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Consumer health in 2024: the big picture
- 2024 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 2019-2024
- Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2019-2024
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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