



# Contact Lenses and Solutions in Malaysia

May 2024

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## Contact Lenses and Solutions in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Shift from frequent replacement lenses to daily disposable lenses

Demand for colour cosmetic lenses and protective functionality pushes advances in technology

Myopia control contact lenses slowly gather ground as brands continue to woo consumers through promotional offers

#### PROSPECTS AND OPPORTUNITIES

Sustainability focus to encourage more consumers to opt for frequent replacement lenses while colour cosmetic lenses will continue to expand

Rise of e-commerce will push store-based retailers to invest more in omnichannel strategies

Private label set to expand while consumers seek out extra benefits

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