

Augen Opticos SA de CV in Eyewear (Mexico)

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Abstracts

Over the forecast period, Augen Opticos plans to continue taking advantage of the vertical integration of its research and development operations and the manufacture of spectacle lenses and frames to continue offering competitive products. Due to the increasingly fierce competition coming from Asian players in single vision lenses, the company is increasingly focusing on the premium segment of progressive lenses. The company plans to increase the number of optical laboratories it operates across...

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