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Fielmann AG in Eyewear (Switzerland)

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Abstracts

Fielmann AG regards Switzerland as a lucrative market that offers great potential and continues to invest in its expansion. However, priority is given to the profitability of each outlet over expansion. The main target consumer group of the company is the over 40-year-old age bracket, as almost everyone in this age group wears spectacles. Many need special lenses and, for the company, progressive lenses have become a lucrative market area.

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