

Magrabi Optical in Eyewear (United Arab Emirates)

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Abstracts

Magrabi Optical is expected to continue to expand outlet volume in the United Arab Emirates during the forecast period, seeking to capitalise on the country's strong economic growth and increasing incoming tourist volume. The company recognises that the aspirational shopping patterns of many of the country's affluent consumers matches its range of well-known global fashion brands, while its affordable private label products also enable the company to appeal to less affluent consumers. The...

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