

FOR THE LOVE OF NATURE

WE AT SWAROVSKI OPTIK WANT TO INSPIRE PEOPLE TO LOVE AND CARE FOR NATURE.

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects.

Turnover worldwide 2023: 197 mio. Euro
consolidated

Production sites: Absam (AT), Cranston (USA), Guntramsdorf (AT)

Employees (headcounts, Q4/2023) SWAROVSKI OPTIK weltweit: ca. 1,100
SWAROVSKI OPTIK Absam: ca. 890

Sales worldwide: export ratio: 91%, represented in 92 countries
direct sales: 47 countries

Target groups as a % of turnover 2023: hunting (71%), birding (15.6%), outdoor (3.8%), institutions (1.4%), others (8.2%)

Product portfolio as a % of turnover 2023: riflescopes (34.9%), binoculars (39.3%), spotting scopes (17.9%), others (7.9%)

Markets as a % of turnover 2023: EMEA (52.3%), Americas (42.8%), APAC (4.9%)

Sustainability strategy: environmental footprint, biodiversity, social responsibility

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

More Information: [swarovskioptik.com](https://www.swarovskioptik.com)

[History SWAROVSKI OPTIK](#)