

Groupe Logo SA in Eyewear (France)

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Abstracts

Groupe Logo aims to maintain and, if possible, increase its position in France. To achieve this goal, the company counts on its long-term partnerships with highly-recognised brands, such as TAG Heuer. This player has a major challenge to overcome in the forecast period as, due to lower reimbursements from private health insurance companies, it could face some difficulties in distributing some of its more expensive products in France.

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