

Guildinvest-Krys Group SA in Eyewear (France)

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Abstracts

Guildinvest-Krys Group aims to maintain its second position in optical shops. Like other retailers in this channel, this player has a major challenge to overcome over the forecast period. It will need to manage stronger competition from other distribution channels due to changes in the regulatory environment. As a result, the company is expected to invest further in its expansion in the country. The group announced plans to reach a 20% value share in 2020 and to have 1,000 Krys, 550 Vision Plus...

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