

IOR SA in Eyewear (Romania)

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Abstracts

The company's gradually declining share of retail value sales in eyewear is due to limited investment in innovation in spectacles and a focus on other product areas, such as sports and military equipment. There is growing international competition in optical lenses while IOR has performed well in terms of sales of scopes. As a result, it remains uncertain if the company will invest resources in optical lenses to remain competitive in the short to medium term.

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