

Likon TOV in Eyewear (Ukraine)

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Abstracts

In the near future, Likon TOV is expected to focus on enhancing its competitiveness through lower markups and thus attracting more consumers. It will continue manufacturing contact lenses, possibly engaging in innovation, as well as distributing eyewear for international players, through its own optical shops and online store.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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