

Novacel Ophtalmique SAS in Eyewear (France)

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Abstracts

Novacel Ophtalmique aims to maintain its position in spectacle lenses, its core business. To achieve its goal, this domestic player is focusing on investment in R&D, diversification through partnering key international players and its “Made in France” certification. Novacel is likely to face the challenge of maintaining its domestic production in the future while adjusting to price pressures due to the growth of the online channel and private label products.

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