

Bosch GmbH, Robert in Home and Garden (World)

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Abstracts

Bosch is a global leader in home improvement and in Western Europe in gardening. The company's main focus however is elsewhere, as one of the world's largest suppliers of parts and technology to the automotive industry. The company has failed to take advantage of opportunities in gardening in the US market where it remains absent.

Euromonitor International's Bosch GmbH, Robert in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

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