

# Bose Corp in Consumer Electronics

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## Abstracts

Bose has a strong presence in home audio and cinema as well as wireless speakers, mainly in developed nations due to the high retail prices. The successful performance in wireless speakers has attracted young consumers, typically not the major consumer base for home audio products. Moving forward, the company is investing to offer services such as Bose AI to stay connected with consumers even after product purchase.

Euromonitor International's Bose Corp in Consumer Electronics Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Electronics industry. The report examines company shares by region and sector, 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.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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