

Robert Bosch GmbH in Home and Garden (World)

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Abstracts

Bosch ranked fifth globally in home improvement and sixth in gardening in 2011. While a global leader, the company remains overly reliant on the German market. Bosch managed to outperform the market for home and garden in 2011 due to its focus on new product development and value-added features such as cordless power tools, ergonomic design and mini-tools.

Euromonitor International's Robert Bosch GmbH 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

Product coverage: Gardening, Home Furnishings, Home Improvement, Homewares.

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

Why buy this report?

Get a detailed picture of the Home and Garden market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

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