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TECHNOLOGY EMPOWERMENT ECOSYSTEM EXPANSION: A STUDY ON THE MARKETING STRATEGY AND PRACTICE OF BOSCH'S INNOVATIVE PRODUCTS

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Abstract. Global tech giant Bosch upholds “Technology for Life”, launching innovative products in smart mobility, home and industrial tech. This paper studies its “global + local” strategy, analyzes key paths and offers references for manufacturing.

Keywords: Bosch, Innovative Products, Marketing, Scenario-based Marketing, Ecosystem Cooperation, Localization.

1. Introduction.

Founded in 1886, Bosch has evolved into a global technology leader covering multiple fields. Its innovative products include B2B solutions for automakers (e. g., automated parking systems) and B2C products for consumers (e. g., smart home appliances). Against the backdrop of accelerated technological iteration and intensified market competition, precise marketing has become the key to monetizing innovative products. This paper analyzes its core marketing logic and practical paths to provide insights for similar enterprises.

2. Marketing Strategic Positioning of Bosch's Innovative Products.

Dual Drivers of Technology and Demand: Build differentiated barriers with core technologies such as AI and new energy, and capture personalized needs through global-local layout.

Layered Market Layout: Focus on “total solutions + long-term cooperation” in the B2B sector, and emphasize “quality life + scenario experience” in the B2C sector.

Global-Local Integration: Maintain global synergy of core technologies while adapting products and marketing models through local R&D centers to balance economies of scale and local demands.

3. Core Marketing Strategies and Practices.

Scenario-based Marketing: Abandon pure technology promotion and deliver value through immersive experiences – create scenarios like healthy

kitchens for smart homes, demonstrate safety and low-carbon advantages for smart mobility, and highlight cost-saving effects for industrial products.

Ecosystem Cooperation: Collaborate with Microsoft and Mercedes-Benz for technological R&D; cross-border partner with detergent brands and real estate developers to expand channels; build a global network via Tmall and cross-border e-commerce platforms.

Digital Empowerment: Increase exposure through live broadcasts and short videos; optimize user experience with smart apps; guide product iteration and marketing adjustments using big data.

Exhibition Marketing: Participate in key exhibitions such as AWE and Beijing Auto Show to achieve brand communication and customer connection through technology displays and executive speeches.

4. Marketing Support System.

R&D-Marketing Synergy: R&D focuses on market adaptability, and local R&D centers ensure products align with local needs.

Brand Value Endorsement: Leverage “German craftsmanship” and “technical reliability” to convey the brand concept of “quality improvement”.

Global Service Network: Provide full-lifecycle support through technical centers and after-sales systems.

5. Results and Industry Insights.

Key Results: Smart mobility has become the core revenue driver; electrification and smart home businesses grow steadily; the Chinese market serves as a global growth engine.

Table 1 – 2024 Bosch Key Business Performance part 1

Indicators	Specific Data
2024 Bosch Global Sales	90.3 billion euros
2024 Bosch China Market Sales	142.7 billion RMB
2024 Year-on-Year Growth of Bosch China Market Sales	2.7 %
2024 Sales of Bosch China's Smart Mobility Business	116.6 billion RMB
2024 Proportion of Smart Mobility Business in Bosch China's Total Sales	82 %

Table 2 – 2024 Bosch Key Business Performance Data part 2

Indicators	Specific Data
2024 Year-on-Year Growth of Bosch China's Smart Mobility Business	4 %
2024 Proportion of Bosch Group's Sales Outside Europe	50.7 %

This table presents 2024 core sales data of Bosch (global/China market, smart mobility business) in standard English academic format. Source: Bosch 2024 Annual Report; it directly supports the paper’s key conclusions.

Industry Insights: For technology-driven enterprises, mere technological advantages cannot guarantee market success—core technologies must be converted into scenario-based value that resonates with users. By integrating products into real-life scenarios such as smart travel, home living, and industrial production, enterprises can make technical strengths tangible and user-perceivable. Ecosystem cooperation serves as a key driver to expand marketing boundaries: cross-industry partnerships with tech firms, channel partners, and service providers break resource silos, creating a win-win value network. Meanwhile, globalization is not a one-size-fits-all model but requires in-depth localization—adapting products, marketing strategies, and service systems to local cultural, market, and policy realities to gain regional recognition. Additionally, digitalization runs through the entire marketing chain, from user demand analysis and precision promotion to after-sales service optimization, empowering efficient connection between technology and the market.

Conclusion.

As a global tech leader adhering to “Technology for Life”, Bosch deeply engages in smart mobility, home and industrial tech. It has built a comprehensive, targeted system of “precise positioning + scenario-based marketing + ecosystem cooperation + digital implementation”, seamlessly linking technological innovation with market monetization. Its core logic lies in transforming long-term technological accumulation into tangible, scenario-driven user-perceivable value, while deftly balancing global strategic layout with in-depth local demand adaptation. By leveraging localized teams to tailor solutions and digital tools to optimize user touchpoints, Bosch ensures its innovations truly resonate with regional markets. This

integrated approach not only enhances user stickiness but also drives steady revenue growth across diverse business segments. Amid the global manufacturing transformation, such a “tech + market” dual-driven model addresses the pain point of innovation decoupling from commercialization. For manufacturing enterprises, Bosch’s proven practice offers crucial insights: integrating technological R&D and marketing innovation is key to breaking homogeneous competition, achieving market breakthroughs, and realizing sustainable, high-quality growth of innovative products.

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