

SWOT ANALYSIS OF JBL



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STRENGTHS

JBL's strengths include strong global brand recognition, backing from Harman (Samsung), a broad product range, reliable sound quality, durable waterproof designs, leadership in Bluetooth speakers, wide distribution, effective youth-focused marketing, and continuous innovation.



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WEAKNESSES

High competition in the audio market, limited premium differentiation compared to high-end brands, price sensitivity in budget segments, dependence on consumer electronics trends, and limited ecosystem lock-in compared to some competitors.



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OPPORTUNITIES

Rising demand for wireless and smart audio devices, growth in emerging markets, expansion of true wireless earbuds and noise-cancelling headphones, integration with AI and smart ecosystems, growth in gaming and streaming markets, and increased sales through e-commerce channels.



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THREATS

Intense competition from global and low-cost audio brands, rapid technological changes, price wars and margin pressure, availability of counterfeit products, changing consumer preferences, and economic slowdowns affecting discretionary spending.