

# Top Three Global Commercial and Regional Aircraft Companies: Performance, Strategies, and Competitive Analysis, December 2012

<https://marketpublishers.com/r/TDBA0EF0EF2EN.html>

Date: December 2012

Pages: 65

Price: US\$ 1,980.00 (Single User License)

ID: TDBA0EF0EF2EN

## Abstracts

### Background:

Global commercial airliner and regional aircraft companies design, assemble, market, and sell large commercial and regional aircraft, usually narrow body and wide body aircraft for transporting passengers and cargo. The industry is expected to reach \$111 billion by 2017, with a CAGR of 4% over the next five years.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the commercial airliner and regional aircraft companies and presents its findings in “Top Three Global Commercial Airliner and Regional Aircraft Companies: Performance, Strategies, and Competitive Analysis”

This report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and SWOT analysis. The companies are strongly attached to the US market. The change in US budgetary priorities, coupled with rising labor wages, adversely affect the revenue growth of the companies and the industry as a whole. Declining revenues in key business areas and geographic segments impact the industry's overall financial performance.

The industry had been primarily driven recently by growing demand from emerging economies such as China, India, and the Middle East countries, especially for low-cost carriers in the Asia Pacific (APAC) region. High replacement rates for regional aircraft, strong revenue growth resulting from new product launches, and the rise of deliveries in mature markets such as North America and Europe accelerate the industry growth.

The report gives a concise overview of the top three global commercial airliner and regional aircraft companies:

Airbus

Boeing

Embraer

The industry is largely influenced by a combination of factors including air traffic rates and the emergence of new economies. Top players are highly engaged in manufacturing of eco-efficient aircraft as the aerospace industry is predicting an increase in the demand from new fleets.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global commercial airliner and regional aircraft companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

### **Features of This Report:**

In Lucintel's newest competitive research study on the world's commercial airliner and regional aircraft companies, we thoroughly profile following five companies with detailed competitive assessments:

Airbus

Boeing

Embraer

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with commercial airliner and regional aircraft companies industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global commercial airliner and regional aircraft companies

Regional analysis: global commercial airliner and regional aircraft companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

The report is in power point presentation format and has hundreds of critical data and market insights that will help in effective decision making.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET DEFINITION AND SCOPE**

### **3. MARKET OPPORTUNITY**

### **4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)**

Company Profile on Following Parameters

Company Overview

Benchmarking (Financial & Market)

SWOT Analysis

Product Positioning

Marketing Strategy and Tactics

Corporate Strategy

### **5. COMPANY PROFILE ON AIRBUS**

### **6. COMPANY PROFILE ON BOEING**

### **7. COMPANY PROFILE ON EMBRAER**

## List Of Figures

### LIST OF FIGURES AND CHARTS

#### CHAPTER 3. MARKET OPPORTUNITY

Figure 3.1: Supply chain for medical equipment market

Figure 3.2: Global commercial airliner and regional aircraft industry annual trend 2006 - 2011 (US \$B)

Figure 3.3: Global commercial airliner and regional aircraft industry regional trend 2006 - 2011 (US \$B)

Figure 3.4: Global commercial airliner and regional aircraft industry regional trend 2006 - 2011 (%)

Figure 3.5: Global commercial airliner and regional aircraft industry segment trend 2006 - 2011 (US \$B)

Figure 3.6: Global commercial airliner and regional aircraft industry segment trend 2006 - 2011 (%)

Figure 3.7: Global commercial airliner and regional aircraft industry opportunity by region

Figure 3.8: Global commercial airliner and regional aircraft industry opportunity by segment

#### CHAPTER 4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Figure 4.1: Top three commercial airliner and regional aircraft companies – financial benchmarking

Figure 4.2: Global top three commercial airliner and regional aircraft companies gross profit and net profit analysis – 2011

Figure 4.3: Financial analysis – growth leadership quadrant (2011)

Figure 4.4: Market share of top players 2006

Figure 4.5: Market share of top players 2011

Figure 4.6: 2006 Market share analysis

Figure 4.7: 2011 Market share analysis

Figure 4.8: Global market share analysis 2011

Figure 4.9: Global market fragmentation 2011

Figure 4.10: Market value North America (US \$B)

Figure 4.11: Market value Europe: (US \$B)

Figure 4.12: Market value Asia Pacific: (US \$B)

Figure 4.13: Market value Row: (US \$B)

Figure 4.14: Regional revenue evaluation 2011 (US \$M)

Figure 4.15: Regional revenue evaluation 2011 (%)

Figure 4.16: North American revenue trend for top players 2007-2011 (US \$B)

Figure 4.17: Europe revenue trend for top players 2007-2011 (US \$B)

Figure 4.18: Asia Pacific revenue trend for top players 2007-2011 (US \$B)

Figure 4.19: Row revenue trend for top players 2007-2011 (US \$B)

Figure 4.20: Lucintel triad - top five major players

## CHAPTER 5. COMPANY PROFILE OF AIRBUS

Figure 5.1: Airbus's revenue by business structure 2011

Figure 5.2: Lucintel Triad – Airbus

Figure 5.3: Financial benchmarking Airbus against top three industry players' average

Figure 5.4: Financial benchmarking of Airbus against Top Five best

Figure 5.5: Global industry revenue trend Vs Airbus (2007-2011) in US \$B

Figure 5.6: Global market share trend for Airbus (2007-2011) in (%)

Figure 5.7: North American industry revenue trend Vs Airbus 2007-2011 in (US \$B)

Figure 5.8: European industry revenue trend Vs Airbus 2007-2011 in (US \$B)

Figure 5.9: APAC industry revenue trend Vs Airbus 2007-2011 in (US \$B)

Figure 5.10: ROW industry revenue trend Vs Airbus 2007-2011 in (US \$B)

Figure 5.11: North American market share trend Vs Airbus 2007-2011 in (%)

Figure 5.12: European market share trend Vs Airbus 2007-2011 in (%)

Figure 5.13: APAC market share trend Vs Airbus 2007-2011 in (%)

Figure 5.14: ROW market share trend Vs Airbus 2007-2011 in (%)

Figure 5.15: Airbus trend in R&D expenses 2007-2011 in US \$M

Figure 5.16: Airbus trend in R&D expenses Percentage of total revenue

Figure 5.17: Comparison of Airbus SE R&D expenditure Vs top three & top five players average 2011

Figure 5.18: Airbus productivity 2007-2011 (US \$M)

Figure 5.19: Airbus capital investment value 2007-2011 (US \$M)

Figure 5.20: Strategic execution

## CHAPTER 6. COMPANY PROFILE OF BOEING

Figure 6.1: Boeing revenue by business structure 2011

Figure 6.2: Lucintel triad - Boeing

Figure 6.3: Financial benchmarking of Boeing against top three and top five industry players' average

Figure 6.4: Financial benchmarking of Boeing against Top five best

Figure 6.5: Global industry revenue trend Vs Boeing (2007-2011) in (US \$B)

Figure 6.6: Global market share trend for Boeing (2007-2011) in (%)

Figure 6.7: North American industry revenue trend Vs. Boeing 2007-2011 in (US \$B)

Figure 6.8: European industry revenue trend Vs Boeing 2007-2011 in (US \$B)

Figure 6.9: APAC industry revenue trend Vs Boeing 2007-2011 in (US \$B)

Figure 6.10: ROW industry revenue trend Vs Boeing 2007-2011 in (US \$B)

Figure 6.11: North American market share trend Vs Boeing 2007-2011 in (%)

Figure 6.12: European market share trend Vs Boeing 2007-2011 in (%)

Figure 6.13: APAC market share trend Vs DuPont 2007-2011 in (%)

Figure 6.14: ROW market share trend Vs DuPont 2007-2011 in (%)

Figure 6.15: Boeing trend in R&D expenses 2007-2011 in US \$M

Figure 6.16: Boeing trend in R&D expenses Percentage of total revenue

Figure 6.17: Comparison of Boeing SE R&D expenditure Vs top three & top five players average 2011

Figure 6.18: Boeing productivity: 2007-2011 in (US \$M)

Figure 6.19: Boeing capital investment value: 2007-2011 in (US \$M)

Figure 6.20: Strategic execution

## CHAPTER 7. COMPANY PROFILE OF EMBRAER

Figure 7.1: Embraer revenue by business structure 2011

Figure 7.2: Lucintel triad – Embraer

Figure 7.3: Financial benchmarking of Embraer against top three and top five industry players' average

Figure 7.4: Financial benchmarking of Embraer against Top five best

Figure 7.5: Global industry revenue trend Vs. Embraer (2007-2011) in (US \$B)

Figure 7.6: Global market share trend for Embraer (2007-2011) in (%)

Figure 7.7: North American industry revenue trend Vs. Embraer (2007-2011) in (US \$B)

Figure 7.8: European industry revenue trend Vs. Embraer I (2007-2011) in (US \$B)

Figure 7.9: APAC industry revenue trend Vs. Embraer (2007-2011) in (US \$B)

Figure 7.10: ROW industry revenue trend Vs. Embraer (2007-2011) in (US \$B)

Figure 7.11: North American market share trend Vs Embraer (2007-2011) in (%)

Figure 7.12: European market share trend Vs Embraer (2007-2011) in (%)

Figure 7.13: APAC market share trend Vs Embraer (2007-2011) in (%)

Figure 7.14: ROW market share trend Vs Embraer (2007-2011) in (%)

Figure 7.15: Embraer trend in R&D expenses 2007-2011 in US \$M

Figure 7.16: Embraer trend in R&D expenses Percentage of total revenue

Figure 7.17: Comparison of Embraer R&D expenditure Vs top three & top five players average 2011

Figure 7.18: Embraer productivity: 2007-2011 in (US \$M)

Figure 7.19: Embraer capital investment value: 2007-2011 in (US \$M)

Figure 7.20: Strategic execution



## List Of Tables

### LIST OF TABLES

#### CHAPTER 3. MARKET OPPORTUNITY

Table 3.1: Industry parameters of global commercial airliner and regional aircraft industry

Table 3.2: Relative market attractiveness by region

Table 3.3: Regional revenue growth rate

Table 3.4: Segment revenue growth rate

#### CHAPTER 4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Table 4.1: Financial benchmarking of top five global commercial airliner and regional aircraft companies

Table 4.2: Key financial parameters for top five commercial airliner and regional aircraft companies

Table 4.3: Regional revenue (US \$M)

Table 4.4: Regional revenue (%)

Table 4.5: Competitors based on markets served

Table 4.6: Lucintel triad - Top five major players

#### CHAPTER 5. COMPANY PROFILE OF AIRBUS

Table 5.1: Market served: Airbus

Table 5.2: Lucintel triad – Airbus

Table 5.3: Financial Benchmarking of Airbus against best and against Top three industry players' average

Table 5.4: Strategic execution – product positioning by segment

Table 5.5: Strategic execution – perceived customer value / quality

Table 5.6: Strategic execution – promotion / communications

Table 5.7: Strategic execution – product distribution by region

#### CHAPTER 6. COMPANY PROFILE OF BOEING

Table 6.1: Market served – Boeing

Table 6.2: Lucintel triad – Boeing

Table 6.3: Financial benchmarking of Boeing against best and against Top three industry players' average

Table 6.4: Strategic execution – product positioning by segment

Table 6.5: Strategic execution – perceived customer value / quality

Table 6.6: Strategic execution – promotion / communications

Table 6.7: Strategic execution – product distribution by region

#### CHAPTER 7. COMPANY PROFILE OF EMBRAER

Table 7.1: Market served – Embraer

Table 7.2: Lucintel triad – Embraer

Table 7.3: Financial benchmarking of Embraer against best and against Top three industry players' average

Table 7.4: Strategic execution – product positioning by segment

Table 7.5: Strategic execution – perceived customer value / quality

Table 7.6: Strategic execution – promotion / communications

Table 7.7: Strategic execution – product distribution by region

## I would like to order

Product name: Top Three Global Commercial and Regional Aircraft Companies: Performance, Strategies, and Competitive Analysis, December 2012

Product link: <https://marketpublishers.com/r/TDBA0EF0EF2EN.html>

Price: US\$ 1,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TDBA0EF0EF2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

