

# Global Targeting Pods - Market and Technology Forecast to 2028

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## Abstracts

Since the use of carpet bombing, which resulted in unintended civilian casualties, there was a clear need for increased precision of bombing to get a higher efficiency and effectiveness of an operation. The intended result was to effectively neutralize targets with minimal firepower. During the 2nd World War, the pilots used to mathematically calculate the time of release of the bomb, however this was not very effective. This resulted in the emergence of the Targeting Pod Market.

The digital battlefield has become a force multiplier in the 21st century that has reshaped how military forces around the globe prepare for and overcome regional and international competitors' issues. Targeting Pods, having become beneficial, interlinked nodes in the field with all-new tactical abilities, have not escaped the significant impacts of digitalization. The number of advanced targeting pod systems has increased over the last decade as defence departments aim to build their armed forces lighter, faster, and ready to deploy. The military and defence sector worldwide is demanding an elevated need to implement an advanced targeting pod (TGP) to provide identification of targets and allow for more reliably planned releases of weapons without the assistance of external off-board tools.

Variables such as focusing on improving frontlines situational awareness and increasing occurrences of asymmetric and network-centered warfare have a major positive impact on the targeting pod market. Moreover, the increase in defence spending, particularly in emerging economies, and subsequent investments in the procurement of such systems are further boosting the growth of the market. Factors such as cost of equipment, obsolete platforms, and technological advancements in munitions, however, hinder the growth of the market to some extent. Increasing terrorist attacks and a focus on counter operations, and the launch of military modernization programs by many nations around

the world, have created promising opportunities for the targeting pod market to grow.

The market revenue for Global Targeting Pods is USD 3.54 Billion in the year 2020 and it is anticipated to reach a value of around USD 6.22 Billion by the year 2028. The market growth dynamics account for a CAGR of around 7.06% during the forecast period, 2020-2028.

APAC is expected to dominate the global market with a market value of around USD 2.62 billion owing to the increasing R&D investment in this sector coupled with an infrastructure that supports the same. The rising global conflicts and cross-border tension between countries including China, India, Pakistan, and Others in the APAC region is another factor that is expected to fuel the growth of the Global Targeting Pod Market. North America is expected to be the second-largest market with a value of around USD 1.83 Billion. APAC is expected to be the fastest-growing market over the forecast period with a CAGR of around 8.66%.

The report is aimed at:

The key drivers, restraints, and challenges which are expected to shape the Global Targeting Pod Market are covered in detail in the report.

The key technologies which could have an impact on the Global Targeting Pod Market have been covered in detail.

The top ten countries have been analyzed in detail concerning its total air fleet and Import and Export trade.

The Porter's Five Forces and the PEST Analysis of the Global Targeting Pod Market have been covered in the report.

The high growth markets have been identified in the Opportunity Analysis Chapter.

The market has been forecasted from 2020- 2028 considering all the factors, which are expected to impact the market.

The Scenario Analysis Chapter covers the key scenarios and their impacts on the forecast chapter.

Segmentation covered in this report

The market is segmented based on Region, Platform, Type, Fitment, and Components:

By Region:

North America

Europe

APAC

Middle East

ROW

By Platform:

Fighter Aircraft

Attack Rotary Platforms

Unmanned Aerial Vehicles (UAVs)

Bombers

By Type:

FLIR and Laser Designator Pod

Laser Designator Pod

FLIR Pod

## By Fitment:

Line Fit

Retro Fit

## By Components

Sensors (FLIR and Laser Designators)

Charged Coupled Device (CCD) Camera

Environmental Control Unit (ECU)

Moving Map Systems (MMS)

Video Datalinks

Digital Data Recorder

Image Processors

Display Systems

Connectors

## Country Analysis

USA

Russia

China

India

France

Saudi Arabia

Italy

United Kingdom

Germany

Israel

### Reasons to buy

The new players in the Global Targeting Pod Market and the potential entrants into this market can use this report to understand the key market trends that are expected to shape the market in the next few years.

The Market Analysis Chapter covers the Key Drivers, Restraints, and Challenges of the Targeting Pod technology. The PEST and Porter's five forces are covered in detail in this report.

The key technologies that could impact the Global Targeting Pod Market have been covered in detail.

The report can be used by the sales and marketing team to formulate their medium- and long-term strategies and to reconfirm their short-term plans.

The forecast chapter would help the sales team to formulate their medium-term sales plan.

The report would help the sales and the marketing team to understand the key segments across the top ten countries which have been analyzed in the report.

The Opportunity Analysis chapter identifies the key hot spots within the Global Targeting Pod Market.

The company profiles include financials, latest news, and SWOT analysis for ten companies.

Who is this report for?

**Financial Institutions:** Financial institutions such as financial intermediaries and banking institutions can use this report to assess their financing or investment strategies.

**Department of Defense:** Defense department and other Governmental Organizations involved with the research and development of defense strategies using Targeting Pod can use this report to support their research.

**Department of Information Technology:** The Department of Information Technology could use this report to understand various technical indicators of the top ten countries. This would give them an overall perspective of potential markets.

**Decision Makers:** The future investment and technology focus decisions could be formulated based on the inputs of this report. **Other Organizations:** Various other NGO and Non- Governmental organizations involved with the research of the development department for upcoming technologies can use this report to support their research.

Related studies:

Global Electronic Warfare (EW) - Market and Technology Forecast to 2026

Global C4ISR - Market and Technology Forecast to 2027

Global Military Communications - Market and Technology Forecast to 2027

Global Special Mission Aircraft - Market and Technology Forecast to 2028

Global Military Avionics Market and Technology Forecast to 2026

Global Military Fixed-Wing Aircraft - Market and Technology Forecast to 2027

## Contents

### **1 INTRODUCTION**

- 1.1 Objective
- 1.2 Market Introduction
- 1.3 Market Scope
- 1.4 Methodology
- 1.5 Scenario based Forecast
- 1.6 Who will benefit from this report?
  - 1.6.1 Business Leaders & Business Developers
  - 1.6.2 Targeting Pod Professionals
  - 1.6.3 Policy Makers, Budget Planners and Decision Makers
  - 1.6.4 Civil Government Leaders & Planners
  - 1.6.5 Financial analysts, Investors, Consultants
- 1.7 Language

### **2 EXECUTIVE SUMMARY**

- 2.1 Global Targeting Pod Market Trends and Insights
- 2.2 Top Five Major Findings
- 2.3 Major Conclusion
- 2.4 Important Tables and Graphs

### **3 CURRENT MARKET OVERVIEW OF THE GLOBAL TARGETING POD MARKET**

- 3.1 NTISR (Non-traditional Intelligence, Surveillance and Reconnaissance)
- 3.2 Targeting Pods
- 3.3 Laser Designator
- 3.4 Electro-Optical/Infrared Systems
- 3.5 Radars
- 3.6 Components
  - 3.6.1 FLIR Sensor
  - 3.6.2 CCD Camera
  - 3.6.3 Environment Control System
  - 3.6.4 Moving Map System
  - 3.6.5 Video Datalink

### **4 CURRENT MARKET TRENDS OF THE GLOBAL TARGETING POD MARKET**

- 4.1 Laser Range Finders
- 4.2 Laser Designator
- 4.3 Laser Spot Tracker
- 4.4 Laser Guided Weapons
- 4.5 Product Analysis of Targeting Pod Market
  - 4.5.1 Pave Penny
  - 4.5.2 AAS-38A/B Nite Hawk
  - 4.5.3 AN/AXQ-14 Data Link System
  - 4.5.4 LANTIRN
  - 4.5.5 LITENING
  - 4.5.6 ATFLIR
  - 4.5.7 Sniper Advanced Targeting Pod

## **5 MARKET TECHNOLOGIES OF THE GLOBAL TARGETING POD MARKET**

- 5.1 Precision-Guided Munition
- 5.2 Helmet-Mounted Display
- 5.3 Quantum Radar
- 5.4 Unmanned Combat System
- 5.5 Multi-Sensor Detector
- 5.6 Imaging turned into Intelligence (LITENING)
- 5.7 Multi Sensor Data Fusion

## **6 MARKET DYNAMICS OF THE GLOBAL TARGETING POD MARKET**

- 6.1 Drivers
  - 6.1.1 Advancements in Sensor Technology
  - 6.1.2 Rise in Unmanned Platforms
  - 6.1.3 Ongoing Military Modernization Programs
  - 6.1.4 Increased Battlefield Capability
  - 6.1.5 Innovative Manufacturing
  - 6.1.6 Growth in Asymmetric Warfare
  - 6.1.7 Rise in Global Conflicts
- 6.2 Restraints
  - 6.2.1 Cost of Equipment
  - 6.2.2 Obsolete Platforms
  - 6.2.3 Technological Advancements in Munitions
- 6.3 Challenges



- 6.3.1 Defense Budget
- 6.3.2 Interoperability
- 6.3.3 Security
- 6.3.4 Image Processing
- 6.3.5 Network Limitations
- 6.4 PEST Analysis
  - 6.4.1 Political
  - 6.4.2 Economic
  - 6.4.3 Social
  - 6.4.4 Technological
- 6.5 Porter's Five Forces Analysis
  - 6.5.1 Buyer's Bargaining Power
  - 6.5.2 Suppliers' Bargaining Power
  - 6.5.3 Threat of Substitution
  - 6.5.4 Threat of New Entrants
  - 6.5.5 Rivalry Amongst Competitors

## **7 COUNTRY ANALYSIS**

- 7.1 United States of America
  - 7.1.1 Introduction
  - 7.1.2 Total Air Fleet
  - 7.1.3 Import & Export
- 7.2 Russia
  - 7.2.1 Introduction
  - 7.2.2 Total Air Fleet
  - 7.2.3 Import & Export
- 7.3 China
  - 7.3.1 Introduction
  - 7.3.2 Total Air Fleet
  - 7.3.3 Import & Export
- 7.4 India
  - 7.4.1 Introduction
  - 7.4.2 Total Air Fleet
  - 7.4.3 Import & Export
- 7.5 France
  - 7.5.1 Introduction
  - 7.5.2 Total Air Fleet
  - 7.5.3 Import & Export

## 7.6 Saudi Arabia

### 7.6.1 Introduction

### 7.6.2 Total Air Fleet

### 7.6.3 Import & Export

## 7.7 Italy

### 7.7.1 Introduction

### 7.7.2 Total Air Fleet

### 7.7.3 Import & Export

## 7.8 United Kingdom

### 7.8.1 Introduction

### 7.8.2 Total Air Fleet

### 7.8.3 Import & Export

## 7.9 Germany

### 7.9.1 Introduction

### 7.9.2 Total Air Fleet

### 7.9.3 Import & Export

## 7.10 Israel

### 7.10.1 Introduction

### 7.10.2 Total Air Fleet

### 7.10.3 Import & Export

## **8 MARKET FORECAST GLOBAL TARGETING POD MARKET TO 2028 BY REGION**

### 8.1 Market Introduction

### 8.2 Total Global Market by Region (By Type) to 2028

#### 8.2.1 North America

#### 8.2.2 Europe

#### 8.2.3 APAC

#### 8.2.4 Middle East

#### 8.2.5 ROW

### 8.3 Total Global Market by Region (By Fitment) to 2028

#### 8.3.1 North America

#### 8.3.2 Europe

#### 8.3.3 APAC

#### 8.3.4 Middle East

#### 8.3.5 ROW

## **9 MARKET FORECAST GLOBAL TARGETING POD MARKET TO 2028 BY PLATFORM**

## 9.1 Market Introduction

## 9.2 Total Global Market by Platform (By Type) to 2028

### 9.2.1 Fighter Aircraft

### 9.2.2 Attack Rotary Platform

### 9.2.3 Unmanned Aerial Vehicle (UAVs)

### 9.2.4 Bombers

## 9.3 Total Global Market by Platform (By Fitment) to 2028

### 9.3.1 Fighter Aircraft

### 9.3.2 Attack Rotary Platform

### 9.3.3 Unmanned Aerial Vehicle (UAVs)

### 9.3.4 Bombers

## **10 MARKET FORECAST GLOBAL TARGETING POD MARKET TO 2028 BY TYPE**

## 10.1 Market Introduction

## 10.2 Total Global Market by Type (By Components) to 2028

### 10.2.1 FLIR & Laser Designator Pod

### 10.2.2 Laser Designator Pod

### 10.2.3 FLIR Pod

## 10.3 Total Global Market by Type (By Fitment) to 2028

### 10.3.1 FLIR & Laser Designator Pod

### 10.3.2 Laser Designator Pod

### 10.3.3 FLIR Pod

## **11 MARKET FORECAST GLOBAL TARGETING POD MARKET TO 2028 BY COMPONENTS**

## 11.1 Market Introduction

## **12 OPPORTUNITY ANALYSIS**

### 12.1 By Region

### 12.2 By Platform

### 12.3 By Components

### 12.4 By Fitment

## **13 SCENARIO ANALYSIS**

- 13.1 Introduction
- 13.2 Scenario Analysis
- 13.3 Scenario Analysis

## **14 CORONA IMPACT ON GLOBAL TARGETING POD MARKET**

- 14.1 Introduction
- 14.2 Corona Scenario –
- 14.3 Corona Scenario –
- 14.4 Corona Scenario –

## **15 COMPANY PROFILES**

- 15.1 Thales Group
  - 15.1.1 Company profile
  - 15.1.2 Products & Services
  - 15.1.3 Segment Revenue
  - 15.1.4 Financial info (revenues, profit last 5 years)
  - 15.1.5 Recent News Update
  - 15.1.6 SWOT ANALYSIS
- 15.2 Raytheon Technologies
  - 15.2.1 Company profile
  - 15.2.2 Products & Services
  - 15.2.3 Segment Revenue
  - 15.2.4 Financial info (revenues, profit last 5 years)
  - 15.2.5 Recent contract wins
  - 15.2.6 Recent Projects Completed
  - 15.2.7 Strategic Alliances
  - 15.2.8 SWOT ANALYSIS
- 15.3 Aselsan A.S.
  - 15.3.1 Company profile
  - 15.3.2 Products & Services
  - 15.3.3 Segment Revenue
  - 15.3.4 Financial info (revenues, profit last 5 years)
  - 15.3.5 Recent contract wins
  - 15.3.6 Recent Projects completed
  - 15.3.7 Strategic Alliances
  - 15.3.8 SWOT ANALYSIS
- 15.4 L3 Technologies Inc.

- 15.4.1 Company profile
- 15.4.2 Products & Services
- 15.4.3 Segment Revenue
- 15.4.4 Financial info (revenues, profit last 5 years)
- 15.4.5 Recent Projects completed
- 15.4.6 Strategic Alliances
- 15.4.7 SWOT ANALYSIS
- 15.5 Lockheed Martin
  - 15.5.1 Company profile
  - 15.5.2 Products & Services
  - 15.5.3 Segment Revenue
  - 15.5.4 Financial Info (revenues, profit last 6 years)
  - 15.5.5 Recent contract wins
  - 15.5.6 Recent Projects Completed
  - 15.5.7 Strategic Alliances
  - 15.5.8 SWOT ANALYSIS
- 15.6 Northrop Grumman
  - 15.6.1 Company profile
  - 15.6.2 Products & Services
  - 15.6.3 Segment Revenue
  - 15.6.4 Financial info (revenues, profit last 5 years)
  - 15.6.5 Recent contract wins
  - 15.6.6 Recent Projects completed
  - 15.6.7 Strategic Alliances
  - 15.6.8 SWOT ANALYSIS
- 15.7 FLIR Systems
  - 15.7.1 Company profile
  - 15.7.2 Products & Services
  - 15.7.3 Segment Revenue
  - 15.7.4 Financial info (revenues, profit last 5 years)
  - 15.7.5 Recent News Update
  - 15.7.6 Recent Projects completed
  - 15.7.7 SWOT ANALYSIS
- 15.8 Ultra Electronics
  - 15.8.1 Company profile
  - 15.8.2 Products & Services
  - 15.8.3 Segment Revenue
  - 15.8.4 Financial info (revenues, profit last 3 years)
  - 15.8.5 Recent News Update

15.8.6 Recent Projects completed

15.8.7 Strategic Alliances

15.8.8 SWOT ANALYSIS

15.9 Moog Inc

15.9.1 Company profile

15.9.2 Products & Services

15.9.3 Segment Revenue

15.9.4 Financial info (revenues, profit last 5 years)

15.9.5 Recent contract wins

15.9.6 Strategic Alliances

15.9.7 SWOT ANALYSIS

15.10 BAE Systems

15.10.1 Company profile

15.10.2 Products & Services

15.10.3 Segment Revenue

15.10.4 Financial info (revenues, profit last 6 years)

15.10.5 Recent contract wins

15.10.6 Strategic Alliances

15.10.7 Strategic Alliances

15.10.8 SWOT ANALYSIS

## **16 STRATEGIC CONCLUSIONS**

## **17 APPENDIX**

17.1 Companies Mentioned

17.2 Acronyms

## **18 ABOUT MARKET FORECAST**

18.1 General

18.2 Contact us

18.3 Disclaimer

18.4 License information

18.4.1 1-User PDF License

18.4.2 5-User PDF License

18.4.3 Site PDF License

18.4.4 Enterprise PDF License

## List Of Figures

### LIST OF FIGURES

- Figure 1: SCUD Hunter, Global Targeting Pod Market, 2018-2028
- Figure 2: B-52 Litening Pod, Global Targeting Pod Market, 2018-2028
- Figure 3: B-52 EO / IR Sensor, Global Targeting Pod Market, 2018-2028
- Figure 4: LCTP Assisted Combat Aircraft, Global Targeting Pod Market, 2018-2028
- Figure 5: Laser Spot Tracker, Global Targeting Pod Market, 2018-2028
- Figure 6: EO/IR Sensors, Global Targeting Pod Market, 2018-2028
- Figure 7: Radar Display, Global Targeting Pod Market, 2018-2028
- Figure 8: Moving Map System, Global Targeting Pod Market, 2018-2028
- Figure 9: Raytheon AN ASQ 228 FLIR Taregeting Pod, Global Targeting Pod Market, 2018-2028
- Figure 10: CCD Camera, Global Targeting Pod Market, 2018-2028
- Figure 11: CCD Camera, Global Targeting Pod Market, 2018-2028
- Figure 12: Moving Map System, Global Targeting Pod Market, 2018-2028
- Figure 13: Lockheed Martins' Video Datalink over Sniper ATP, Global Targeting Pod Market, 2018-2028
- Figure 14: Pave Penny, Global Targeting Pod Market, 2018-2028
- Figure 15: AAS-38 Nite Hawk, Global Targeting Pod Market, 2018-2028
- Figure 16: Data Link Pod, Global Targeting Pod Market, 2018-2028
- Figure 17: LANTIRN, Global Targeting Pod Market, 2018-2028
- Figure 18: LITENING, Global Targeting Pod Market, 2018-2028
- Figure 19: AN/ASQ-228 ATFLIR, Global Targeting Pod Market, 2018-2028
- Figure 20: AN/AAQ-33 Sniper ATP, Global Targeting Pod Market, 2018-2028
- Figure 21: Sniper ATP, Global Targeting Pod Market, 2018-2028
- Figure 22: Precision-Guided Munition, Global Targeting Pod Market, 2018-2028
- Figure 23: Precision-Guided Munition, Global Targeting Pod Market, 2018-2028
- Figure 24: Quantum Radar, Global Targeting Pod Market, 2020-2028
- Figure 25: Agile Condor Pod on an MQ-9 Remotely an Unmanned Aircraft , Global Targeting Pod Market, 2020-2028
- Figure 26: Reccelite XR EO Pod, Global Targeting Pod Market, 2020-2028
- Figure 27: LITENING Digital Vision, Global Targeting Pod Market, 2020-2028
- Figure 28: Multi Sensor Data Fusion, Global Targeting Pod Market, 2020-2028
- Figure 29: Eurofighter Sensor Fusion, Global Targeting Pod Market, 2020-2028
- Figure 30: Drivers, Global Targeting Pod Market, 2018-2028
- Figure 31: Star SAFIRE 380-HLDC, Global Targeting Pod Market, 2018-2028
- Figure 32: Litening Pod Footage, Global Targeting Pod Market, 2018-2028

Figure 33: 1/18 Scale AN/AAQ-28 Litening Targeting Pod, Global Targeting Pod Market, 2018-2028

Figure 34: Restraints, Global Targeting Pod Market, 2018-2028

Figure 35: Litening 5 and Reccelite XR, Global Targeting Pod Market, 2018-2028

Figure 36: Challenges, Global Targeting Pod Market, 2018-2028

Figure 37: Targeting Pod (Black & White Footage), Global Targeting Pod Market, 2018-2028

Figure 38: PEST Analysis, Global Targeting Pod Market, 2018-2028

Figure 39: USA Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 40: USA Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 41: USA Total Import & Export, Global Targeting Pod Market, 2018-2028

Figure 42: USA Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 43: USA Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 44: USA Total Import by Country, Global Targeting Pod Market, 2018-2028

Figure 45: USA Total Import by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 46: USA Total Export by Platform, Global Targeting Pod Market, 2018-2028

Figure 47: USA Total Export by Platform (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 48: USA Total Export by Country, Global Targeting Pod Market, 2018-2028

Figure 49: USA Total Export by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 50: Russia Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 51: Russia Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 52: China Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 53: China Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 54: China Total Import & Export, Global Targeting Pod Market, 2018-2028

Figure 55: China Total Export by Platform, Global Targeting Pod Market, 2018-2028

Figure 56: China Total Export by Platform (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 57: China Total Export by Country, Global Targeting Pod Market, 2018-2028

Figure 58: China Total Export by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 59: India Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 60: India Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028



Figure 61: France Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 62: France Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 63: France Total Import & Export, Global Targeting Pod Market, 2018-2028

Figure 64: France Total Export by Platform, Global Targeting Pod Market, 2018-2028

Figure 65: France Total Export by Platform (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 66: France Total Export by Country, Global Targeting Pod Market, 2018-2028

Figure 67: France Total Export by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 68: Saudi Arabia Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 69: Saudi Arabia Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 70: Saudi Arabia Total Import & Export, Global Targeting Pod Market, 2018-2028

Figure 71: Saudi Arabia Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 72: Saudi Arabia Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 73: Saudi Arabia Total Import by Country, Global Targeting Pod Market, 2018-2028

Figure 74: Saudi Arabia Total Import by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 75: Italy Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 76: Italy Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 77: Italy Total Import & Export, Global Targeting Pod Market, 2018-2028

Figure 78: Italy Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 79: Italy Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 80: Italy Total Import by Country, Global Targeting Pod Market, 2018-2028

Figure 81: Italy Total Import by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 82: UK Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 83: UK Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 84: Germany Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 85: Germany Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 86: Germany Total Import & Export, Global Targeting Pod Market, 2018-2028

Figure 87: Germany Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 88: Germany Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 89: Germany Total Import by Country, Global Targeting Pod Market, 2018-2028

Figure 90: Germany Total Import by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 91: Israel Total Air Fleet, Global Targeting Pod Market, 2018-2028

Figure 92: Israel Total Air Fleet (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 93: Israel Total Import & Export, Global Targeting Pod Market, 2018-2028

Figure 94: Israel Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 95: Israel Total Import by Platform, Global Targeting Pod Market, 2018-2028

Figure 96: Israel Total Import by Country, Global Targeting Pod Market, 2018-2028

Figure 97: Israel Total Import by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 98: Israel Total Export by Platform, Global Targeting Pod Market, 2018-2028

Figure 99: Israel Total Export by Platform (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 100: Israel Total Export by Country, Global Targeting Pod Market, 2018-2028

Figure 101: Israel Total Export by Country (In Percentage), Global Targeting Pod Market, 2018-2028

Figure 102: Global Targeting Pod Market Forecast (Region wise in USD Billion), 2018-2028

Figure 103: Global Targeting Pod Market Forecast (Region Wise In Percentage), 2018-2028

Figure 104: North America Market Forecast (In USD Billion), By Type, 2018-2028

Figure 105: North America Market Forecast (In Percent), By Type, 2018-2028

Figure 106: Europe Market Forecast (In USD Billion), By Type, 2018-2028

Figure 107: Europe Market Forecast (In Percent), By Type, 2018-2028

Figure 108: APAC Market Forecast (In USD Billion), By Type, 2018-2028

Figure 109: APAC Market Forecast (In Percent), By Type, 2018-2028

Figure 110: Middle East Market Forecast (In USD Billion), By Type, 2018-2028

Figure 111: Middle East Market Forecast (In Percent), By Type, 2020-2028

Figure 112: ROW Market Forecast (In USD Billion), By Type, 2018-2028

Figure 113: ROW Market Forecast (In Percent), By Type, 2020-2028

Figure 114: North America Market Forecast (In USD Billion), By Fitment, 2018-2028

Figure 115: North America Market Forecast (In Percent), By Fitment, 2020-2028

Figure 116: Europe Market Forecast (In USD Billion), By Fitment, 2018-2028

Figure 117: Europe Market Forecast (In Percent), By Fitment, 2018-2028

Figure 118: APAC Market Forecast (In USD Billion), By Fitment, 2018-2028

Figure 119: APAC Market Forecast (In Percent), By Fitment, 2018-2028

Figure 120: Middle East Market Forecast (In USD Billion), By Fitment, 2018-2028

Figure 121: Middle East Market Forecast (In Percent), By Fitment, 2018-2028

- Figure 122: ROW Market Forecast (In USD Billion), By Fitment, 2018-2028
- Figure 123: ROW Market Forecast (In Percent), By Fitment, 2018-2028
- Figure 124: Global Targeting Pod Market Forecast (In USD Billion), By Platform, 2018-2028
- Figure 125: Global Targeting Pod Market Forecast (In Percentage), By Platform, 2018-2028
- Figure 126: Fighter Aircraft Market Forecast (In USD Billion), By Type, 2018-2028
- Figure 127: Fighter Aircraft Market Forecast (In Percent), By Type, 2018-2028
- Figure 128: Attack Rotary Platform Market Forecast (In USD Billion), By Type, 2018-2028
- Figure 129: Attack Rotary Platform Market Forecast (In Percent), By Type, 2018-2028
- Figure 130: UAVs Market Forecast (In USD Billion), By Type, 2018-2028
- Figure 131: UAVs Market Forecast (In Percent), By Type, 2018-2028
- Figure 132: Bombers Market Forecast (In USD Billion), By Type, 2018-2028
- Figure 133: Bombers Market Forecast (In Percent), By Type, 2018-2028
- Figure 134: Fighter Aircraft Market Forecast (In USD Billion), By Fitment, 2018-2028
- Figure 135: Fighter Aircraft Market Forecast (In Percent), By Fitment, 2018-2028
- Figure 136: Attack Rotary Platform Market Forecast (In USD Billion), By Fitment, 2018-2028
- Figure 137: Attack Rotary Platform Market Forecast (In Percent), By Fitment, 2018-2028
- Figure 138: UAVs Market Forecast (In USD Billion), By Fitment, 2018-2028
- Figure 139: UAVs Market Forecast (In Percent), By Fitment, 2018-2028
- Figure 140: Bombers Market Forecast (In USD Billion), By Fitment, 2018-2028
- Figure 141: Bombers Market Forecast (In Percent), By Fitment, 2018-2028
- Figure 142: Global Targeting Pod Market Forecast (In USD Billion), By Type, 2018-2028
- Figure 143: Global Targeting Pod Market Forecast (In Percentage), By Type, 2018-2028
- Figure 144: FLIR & Laser Designator Pod Market Forecast (In USD Billion), By Component, 2018-2028
- Figure 145: FLIR & Laser Designator Pod Market Forecast (In Percentage), By Components, 2018-2028
- Figure 146: Laser Designator Pod Market Forecast (In USD Billion), By Component, 2018-2028
- Figure 147: Laser Designator Pod Market Forecast (In Percentage), By Component, 2018-2028
- Figure 148: FLIR Pod Market Forecast (In USD Billion), By Component, 2018-2028
- Figure 149: FLIR Pod Market Forecast (In Percentage), By Component, 2018-2028
- Figure 150: FLIR & Laser Designator Pod Market Forecast (In USD Billion), By Fitment,

2018-2028

Figure 151: FLIR & Laser Designator Pod Market Forecast (In Percentage), By Type, 2018-2028

Figure 152: Laser Designator Pod Market Forecast (In USD Billion), By Fitment, 2018-2028

Figure 153: Laser Designator Pod Market Forecast (In Percentage), By Fitment, 2018-2028

Figure 154: FLIR Pod Market Forecast (In USD Billion), By Fitment, 2018-2028

Figure 155: FLIR Pod Market Forecast (In Percentage), By Fitment, 2018-2028

Figure 156: Global Targeting Pod Market Forecast (In USD Billion), By Components, 2018-2028

Figure 157: Global Targeting Pod Market Forecast (In Percentage), By Components, 2018-2028

Figure 158: Region wise Market Forecast (In USD Billion), Global Targeting Pod Market, 2020-2028

Figure 159: Region wise Market Forecast (In Percentage) ,Global Targeting Pod Market, 2020-2028

Figure 160: By Platform Market Forecast (In USD Billion), Global Targeting Pod Market, 2020-2028

Figure 161: By Platform Market Forecast (In Percentage), Global Targeting Pod Market, 2020-2028

Figure 162: By Components Market Forecast (In USD Billion) , Global Targeting Pod Market, 2020-2028

Figure 163: By Components Market Forecast (In Percentage) , Global Targeting Pod Market, 2020-2028

Figure 164: By Fitment Market Forecast (In USD Billion) , Global Targeting Pod Market, 2020-2028

Figure 165: By Fitment Market Forecast (In Percentage) , Global Targeting Pod Market, 2020-2028

Figure 166: Global Targeting Pod Market (In USD Billion), Scenario Analysis, 2020-2028

Figure 167: Global Targeting Pod Market (In USD Billion), Scenario Analysis 1, 2020-2028

Figure 168: Global Targeting Pod Market (In USD Billion), Scenario 1 Region Wise Analysis, 2020-2028

Figure 169: Global Targeting Pod Market (In USD Billion), Scenario Analysis 2, 2020-2028

Figure 170: Global Targeting Pod Market (In USD Billion), Scenario 2 Region Wise Analysis, 2020-2028

Figure 171: Global Targeting Pod Market (In USD Billion), Corona Impact, 2020-2028

Figure 172: Global Targeting Pod Market (In USD Billion), Corona Impact, 2020-2028

Figure 173: Global Targeting Pod Market (In USD Billion), Cumulative Loss due to Corona Impact, 2020-2028

Figure 174: Global Targeting Pod Market (In USD Billion), Corona Impact CS-1, 2020-2028

Figure 175: Global Targeting Pod Market (In USD Billion), Corona Impact CS-2, 2020-2028

Figure 176: Global Targeting Pod Market (In USD Billion), Corona Impact CS-3, 2020-2028

Figure 177: Thales S.A. Company Revenue 2019

Figure 178: Thales S.A. Company Revenue 2015 - 2019 (USD Millions)

Figure 179: Thales S.A. Company Profit 2015 - 2019 (USD Millions)

Figure 180: Raytheon Technologies Company Revenue 2019

Figure 181: Raytheon Technologies Revenue 2015 - 2019 (USD Millions)

Figure 182: Raytheon Technologies Profit 2015 - 2019 (USD Millions)

Figure 183: Aselsan Company Revenue, 2018

Figure 184: Aselsan Revenue 2014 - 2018 (USD Millions)

Figure 185: Aselsan Company Profit 2014 - 2018 (USD Millions)

Figure 186: L3 Technologies Company Revenue 2018

Figure 187: L3 Company Revenue 2014 - 2018 (USD Millions)

Figure 188: L3 Company Profit 2014 - 2018 (USD Millions)

Figure 189: Lockheed Martin 2014-2019 (USD Millions)

Figure 190: Lockheed Martin Profit 2014-2019 (USD Millions)

Figure 191: Northrop Grumman Company Revenue 2018

Figure 192: Northrop Grumman Company Revenue 2014 - 2018 (USD Billions)

Figure 193: Northrop Grumman Company Profit 2014 - 2018 (USD Billions)

Figure 194: FLIR Systems Company Revenue 2019

Figure 195: FLIR Systems Company Revenue 2015 - 2019 (USD Millions)

Figure 196: FLIR Systems Company Profit 2015 - 2019 (USD Millions)

Figure 197: Ultra Electronics Company Revenue 2019

Figure 198: Ultra Electronics Company Revenue 2017 - 2019 (USD Millions)

Figure 199: Ultra Electronics Company Profit 2017 - 2019 (USD Millions)

Figure 200: Moog Inc Company Revenue 2019

Figure 201: Moog Inc Company Revenue 2015 - 2019 (USD Millions)

Figure 202: Moog Inc Company Profit 2015 - 2019 (USD Millions)

Figure 203: BAE Systems Company Revenue 2019

Figure 204: BAE Systems Company Revenue 2014 - 2019 (USD Millions)

Figure 205: BAE Systems Company Profit 2014 - 2019 (USD Millions)





## List Of Tables

### LIST OF TABLES

Table 1: Laser Range Finders, Global Targeting Pod Market, 2018-2028
Table 2: Laser Spot Tracker, Global Targeting Pod Market, 2018-2028
Table 3: Laser Spot Tracker, Global Targeting Pod Market, 2018-2028
Table 4: Global Targeting Pod Market Forecast (Region wise in USD Billion), 2018-2028
Table 5: North America Market Forecast (In USD Billion), By Type, 2018-2028
Table 6: Europe Market Forecast (In USD Billion), By Type, 2018-2028
Table 7: APAC Market Forecast (In USD Billion), By Type, 2018-2028
Table 8: Middle East Market Forecast (In USD Billion), By Type, 2018-2028
Table 9: ROW Market Forecast (In USD Billion), By Type, 2018-2028
Table 10: North America Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 11: Europe Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 12: APAC Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 13: Middle East Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 14: ROW Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 15: Global Targeting Pod Market Forecast (In USD Billion), By Platform, 2018-2028
Table 16: Fighter Aircraft Market Forecast (In USD Billion), By Type, 2018-2028
Table 17: Attack Rotary Platform Market Forecast (In USD Billion), By Type, 2018-2028
Table 18: UAVs Market Forecast (In USD Billion), By Type, 2018-2028
Table 19: Bombers Market Forecast (In USD Billion), By Type, 2018-2028
Table 20: Fighter Aircraft Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 21: Attack Rotary Platform Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 22: UAV Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 23: Bombers Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 24: Global Targeting Pod Market Forecast (In USD Billion), By Type, 2018-2028
Table 25: FLIR & Laser Designator Pod Market Forecast (In USD Billion), By Component, 2018-2028
Table 26: Laser Designator Pod Market Forecast (In USD Billion), By Component, 2018-2028
Table 27: FLIR Pod Market Forecast (In USD Billion), By Component, 2018-2028
Table 28: FLIR & Laser Designator Pod Market Forecast (In USD Billion), By Fitment, 2018-2028
Table 29: Laser Designator Pod Market Forecast (In USD Billion), By Fitment, 2018-2028

Table 30: FLIR Pod Market Forecast (In USD Billion), By Fitment, 2018-2028

Table 31: Global Targeting Pod Market Forecast (In USD Billion), By Components, 2018-2028

Table 32: Global Targeting Pod Market (In USD Billion), Scenario Analysis, 2020-2028

Table 33: Global Targeting Pod Market (In USD Billion), Scenario 1 Analysis, 2020-2028

Table 34: Global Targeting Pod Market (In USD Billion), Scenario Analysis 1, 2020-2028

Table 35: Global Targeting Pod Market (In USD Billion), Scenario 1 Region Wise Analysis, 2020-2028

Table 36: Global Targeting Pod Market (In USD Billion), Scenario Analysis 2, 2020-2028

Table 37: Global Targeting Pod Market (In USD Billion), Scenario Analysis 2, 2020-2028

Table 38: Global Targeting Pod Market (In USD Billion), Scenario 2 Region Wise Analysis, 2020-2028

Table 39: Global Targeting Pod Market (In USD Billion), Corona Impact CS-1, 2020-2028

Table 40: Global Targeting Pod Market (In USD Billion), Corona Impact CS-2, 2020-2028

Table 41: Global Targeting Pod Market (In USD Billion), Corona Impact CS-3, 2020-2028

Table 42: Thales S.A. Company Financial Information 2015 – 2019 (USD Millions)

Table 43: Raytheon Technologies Financial Information 2015 – 2019 (USD Millions)

Table 44: Aselsan Financial Information 2014 – 2018 (USD Millions)

Table 45 :L3 Technologies Financial Information 2014 – 2018 (USD Millions)

Table 46: Lockheed Martin Segment Wise (In Percentage), 2019

Table 47: Raytheon Financial Information 2014-2019 (USD Millions)

Table 48: Northrop Grumman Financial Information 2014 – 2018 (USD Billions)

Table 49: FLIR Systems Financial Information 2014 – 2019 (USD Millions)

Table 50: Ultra Electronics Financial Information 2017 – 2019 (USD Millions)

Table 51: Moog Inc Financial Information 2015 – 2019 (USD Millions)

Table 52: BAE Systems Financial Information 2014 – 2019 (USD Millions)



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