

# **Airbus Helicopters SAS - 2024 - Annual Strategy Dossier - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The report analyses the overall strategy focus and provides insights into the near-to-medium term strategic blueprint and key Strategies & Plans being pursued by Airbus Helicopters SAS for the near to medium-term horizon. The Global Aerospace & Defense market is in an expansionary phase amid a surge in defense spending globally as the global power dynamic returns to great power competition and ongoing geopolitical tensions with ongoing Israeli military operations in Gaza causing tensions and keeping the entire Middle East region on the edge while the ongoing Russia-Ukraine war enters its third year in 2024. The global economy, on the contrary, is projected to be heading towards a slowdown in 2024 following monetary policy tightening by central banks globally over the recent years to check inflation which has sparked recessionary fears and has created a complex, difficult & challenging global macroeconomic environment which is likely to impact the civil helicopters market over near term.

The ongoing U.S. military assistance to Ukraine and the focus of U.S. defense spending towards competing with near-peer adversaries and maintaining traditional overmatch over adversaries has accelerated the pace of initiation & award of new large scale defense contracts of strategic nature, scale, scope & long term horizon while having also led to fast-tracked replacement of ageing, Cold war-era defense equipment with next generation systems & technologies in the U.S. as well as globally. The global defense spending has been on a surge over the recent years which is likely to be duly sustained and is projected to reach the record \$2.5 trillion level by 2027 as the industry prepares to ramp up production rates to unprecedented rates & levels over near to medium term to meet huge global demand, replenish depleted inventory levels and to

develop next generation capabilities which likely to provide growth opportunities to the global defense industrial base over near to medium term.

Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot, incorporating charts, tables and comprehensive analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also included; providing a comprehensive scan, assessment & analysis of the prevailing internal as well as external business environment of the company. The framework outlines the company's core, inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis & review of key market, technology & industry trends along with issues & challenges which are likely to impact and shape industry's future over near to medium term. The report also identifies key driving & restraining forces for the industry & assesses their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive outlook & demand growth projections for the Global Military & Civil Helicopter market segments.

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Relevance & Usefulness:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Competitive Assessment, Comparative Analysis & Strategic Planning

Analysis of degree of Congruence between Emerging Market Landscape & Strategy focus

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Analysis & Assessment of Emerging Market, Technology Trends & Developments likely to Shape the Global Aerospace & Defense market

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics through a Force Field Analysis

Analysis of Market Evolution with Medium Term Demand Growth Projections & Market Outlook

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Military & Civil Helicopter/Aerospace & Defense market. The report will be especially useful for

Key Decision-Makers

Program Managers

Top Management of Industry Players & Other Companies

Industry OEMs

Defense Procurement Executives, Defense Departments, Program Managers

Suppliers, Vendors, Technology & MRO Services Providers and other Key Players in the Industry Value Chain

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

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