

# **Annual Industry Dossier - Global Military and Civil Helicopter & Rotorcraft Industry - 2013-2014 - Key Trends, Issues & Challenges, SWOT, Force Field Analysis & Strategic Outlook**

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## **Abstracts**

Helicopters & rotorcrafts has been one of the fastest growing segments in the general aviation industry of-late with a 21% growth registered by it in 2012. The military helicopters segment is being driven by rapidly expanding role of helicopters in the overall force structure of armed forces globally, in addition, to their evolving role as significant force multipliers & rapidly increasing capabilities, especially, with the rise of rotorcrafts & their increasing indispensability for conducting a wide range of military operations & missions, besides, the imminent, significant replacement demand for ageing military helicopters emanating from traditional as well as emerging markets despite the ongoing, significant pressure on defense budgets across traditional markets.

The civil helicopter segment, on the other hand, is being driven by development of new product platforms by almost all key global OEMs incorporating cutting-edge technologies delivering enhanced operating economics & performance features, foray into entirely new segments, like super-midsize, and significant potential replacement demand likely to originate from the global offshore oil & gas exploration sector.

The industry landscape has been evolving rapidly, marked by rapid & significant technological developments amid massive defense budget cuts underway across almost all key global economies coupled with difficult overall Macroeconomic Conditions as well as complex & challenging Geo-Political Situations & Equations; while almost all Key Global Industry Players invest significantly towards development of new product platforms as well as technologies in a bid to capitalize on potential replacement demand and to stir up latent demand, in addition, to strengthening of global service &

sustainment support network in-line with the ongoing trend of gradual defragmentation of demand concentration away from North America towards emerging markets.

Against this backdrop, the report analyzes the global helicopter & rotorcraft industry and provides strategic insights into the key industry trends, challenges & risk factors that are likely to shape the future of the industry followed by an insightful industry SWOT & Force Field Analysis and strategic outlook for the industry for 2014.

### **Key Excerpts/Findings from the Report**

1. Technological developments & replacement demand amongst key drivers of military helicopters across traditional markets. Snapshot & analysis of the product portfolio strategies of key industry players.
2. Major defense spending cuts underway across most traditional markets & analysis of potential implications for the global military helicopter market
3. Increasing export trends for military helicopters & rotorcrafts to emerging markets which is likely to be crucial for the industry amid contracting defense budgets across most traditional markets
4. Analysis of significant replacement demand likely to originate from the global offshore oil & gas exploration sector with ageing of the existing, installed helicopter fleets
5. Development of new product platforms by most industry OEMs likely to be key demand drivers for the civil helicopter segment. Snapshot & analysis of the product portfolio strategies of key industry players.
6. Analysis of the evolution & developments of civilian rotorcrafts like BA609 & their potential impact on the civil helicopter industry
7. Analysis of Key Technological Innovations as well as developments Likely to Shape the Future of the Industry, including, Material Science Innovations

Thus, amid the rising uncertainty over defense spending trends & complex global macro-economic conditions; the report will provide & will be useful for:

### **Usage & Relevance:**

The report provides & will be useful for:

Strategic Analysis and Vital Inputs essential for Strategic Planning & Decision-Making Process

Analysis of inherent Industry Strengths & Weaknesses

Identification & Analysis of Imminent Opportunities & Emerging Potential Threats

Gaining access to Key Industry Trends & Insights; crucial inputs for Decision-Makers

Analysis of Forces Driving and Restraining the Industry & their overall Dynamics

Identifying & highlighting areas for making Potential Strategic Changes, Adjustments and

Realignment of the internal strategy framework in-sync with emergent trends

Strategic Industry Outlook for 2014

**For Whom:**

The report would be essential for those having strategic interest in the Global Helicopter & Rotorcraft industry & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, industry & company analysts & those associated with the industry.

**Highlight:**

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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