

Annual Strategy Dossier - 2021 - Global Top 5 Business Jet Manufacturers - Gulfstream, Bombardier, Dassault, Textron, Embraer

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Abstracts

The 2021 annual edition of the Strategy Dossier report analyses the overall Strategy Focus and provides Key Insights into the Strategies & Plans being conceptualized & pursued by the Global Top 6 Business Jet Manufacturers for the near to medium term horizon. The Global Business Jet market has been on the recovery path while facing tremendous headwinds in a complex, difficult & highly challenging market environment with the global economy reeling under the pressure of COVID-19 pandemic. The global business jet market has been faring much better than commercial aviation, marking a major departure from the usual trend owing to social distancing mandates, and has witnessed a strong uptick in fleet utilization levels by late 2020 and is projected to make a recovery to pre-COVID levels, in terms of fleet utilization, by mid-2021. The industry has shown tremendous resilience over the past decade with the OEMs focusing on portfolio refresh led by new product introductions, reinforcement of presence across key markets & regions and services portfolio expansion amid a difficult demand environment through the decade.

The market demand for business jets remains skewed towards heavy jets where the three way battle for market shares continues to be fought fiercely amongst the triad of OEMs, led by Gulfstream, Bombardier and Dassault Aviation with Gulfstream maintaining its pole position with a strong product portfolio & superior market positioning while leveraging the first mover advantage in the heavy jets segment to full effect. Further, a restructured Bombardier following its exit from commercial aviation & pivoted solely now around business aviation is likely to be much more focused & competitive with its flagship Global 7500 program. The long term fundamentals for the industry remain strong & well in place with regulatory mandates & sustainability focus likely to drive new aircraft sales apart from modernization & upgrade of existing aircrafts

translating into an overall fillip for the industry over medium term. Additionally, the market dynamics for business jets are likely to witness a major disruption & transformation with the advent of supersonic business jets which are likely to become a reality towards the middle to late 2020s with a number of industry OEMs working actively on their development. Business aviation is also likely to face a stiff challenge from civil rotorcrafts, starting with the AW609, which is likely to enter service over near term, apart from the unfolding & unleashing of innovative & disruptive business models by Urban Aerial Mobility over medium term while simultaneously tackling sustainability challenges going forward.

Against this rapidly evolving industry and market backdrop, the report provides a comprehensive analysis on the Global Top 6 Business Jet manufacturers starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided. 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 market outlook on the Global Business Jet market with overview of demand projections across aircraft segments & key geographic markets & regions over medium term.

For Whom:

The report would be quintessential for those having strategic interest in the Business Aviation sector and will be especially useful for Key Decision-Makers, Program & Project Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry. The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, 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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