

Annual Strategy Guide - 2016 - World's Top 5 Civil Helicopter Manufacturers - Airbus Group, AgustaWestland, Bell, Russian Helicopters, Sikorsky - Strategic Focus & Priorities, Key Strategies & Plans, SWOT Analysis, Key Trends, Market Outlook

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Abstracts

The Global Civil Helicopter fleet projected to increase by 50% over Long-term. Near term pressures emanating from Weak Energy Market prevail.

The global civil helicopter market has grown almost three fold in size over the past decade driven by an expansion of the degree as well as scope of utilization of civil helicopters across a range of user segments led by the offshore oil & gas exploration sector, law enforcement & other parapublic based applications. Further, the imminent, radical generational leap in technology; with the development & commercialization of tiltrotorcrafts & compound helicopters for the civil segment by the industry; is likely to transform the market landscape significantly over medium term with the role played traditionally by civil helicopters likely to be redefined with a significant expansion of their operational spectrum, capabilities & performance threshold. The under-development AW609 program, especially, has tremendous potential for the offshore oil & gas transportation, search & rescue and executive transport applications.

The near-term outlook for civil helicopters is, however, difficult with the sector impacted significantly by the ongoing downturn & consolidation in the offshore oil & gas exploration sector, which accounts for a major 40% share of the annual demand for new civil helicopters globally followed by law enforcement & EMS segments respectively. The global oil price dynamics are complex with crude oil prices likely to stay at current levels through 2016 driven by an oil oversupply scenario with OPEC likely to maintain output levels over near term to protect its market share while Iran also joins existing oil

suppliers post lifting of sanctions with the recent introduction of Integrated Petroleum Contracts & plans massive investments towards oil & gas projects over the next 5 years to develop its oil & gas sector, which could provide some traction & uptick to the global construction & energy industries.

The sustained slump in crude oil prices is likely to continue to have an impact on demand and activity across the global in-service civil helicopter fleet with limited activity across key exploration sites. Additionally, continued economic contraction in Brazil for the consecutive three quarters in 2015 & slowdown in China are adding further to the woes. However, other market segments, including, law enforcement, EMS, firefighting, tourism & training are witnessing an increase in utilization rate & replacement cycles which should keep the overall demand for civil helicopters stable over near term along-with continued growth in aftermarket sales, MRO & other services amid a favorable & sustained low oil price environment. Also, the medium to long term view of the Global Civil Helicopter market is promising, albeit near term pressures, with presence of strong fundamentals and long term, sustainable growth drivers & enablers with the Global in-service Civil Helicopter Fleet projected to increase by 50% by 2034.

Against this backdrop, the report analyzes the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's Top 5 Civil Helicopter Manufacturers for the near to medium term horizon as the industry gears up for a complex, challenging & rapidly evolving global macroeconomic & geopolitical environment. The initial sections of the report provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the helicopter manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation. The concluding sections of the report provide insights into key & emerging market & technology trends, issues & challenges and risk factors. The report concludes by providing a Force Field framework analysis on the Global Civil Helicopter Market and assessing the medium term Strategic Outlook for Civil Helicopters along-with Inputs on Market Evolution & Growth Projections through 2025.

Report Excerpts:

Analysis of Airbus Helicopter's Innovation Driven New Product Development

Strategy & Strong Emerging Markets Focus aimed at Retaining Civil Market Leadership

Analysis of AgustaWestland's Global Platform Modular Product Strategy & Continued Diversification of Global Industrial Footprint

Bell Helicopter's Strategic Focus on Leveraging the V-22 Program further, Product Portfolio Expansion & Strengthening of Market Presence across International Markets

Russian Helicopter's Strategic Focus on expansion of its Global Market Share significantly by 2020

Steady Diversification of Industrial Footprint by Industry OEMs beyond Traditional Markets

Opening of Chinese Low Altitude Airspace – New Growth Avenue for OEMs over Medium Term

Increasing development of Common, Configurable Platforms across Military & Civil segments by OEMs

Emergence of Tiltrotorcrafts & Compound Helicopters for commercial applications over Medium Term

Relevance & Usefulness: The report will be useful for:

Strategic Planning, Assessment & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

Medium Term Strategic Outlook, Inputs on Market Evolution & Growth Projections through 2025

Analysis of Emerging Market, Sector-specific & Technology Trends

Contingency planning for current Strategies & Programs

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

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Civil Helicopter Market. The report will be especially useful for Key Decision-Makers, Program Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Helicopter Operators, Flight Simulator Manufacturers 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.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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