

# **Annual Strategy Guide - 2017 - Europe's 5 Leading Armored Vehicle Manufacturers - BAE Systems plc, GDELS, Rheinmetall, KMW Nexter Defense Systems, Iveco Defense - Key Strategies, Plans, SWOT Analysis, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The 2017 edition of this annual publication provides comprehensive analysis and key insights into the Strategies & Plans being formulated, developed and pursued by Europe's 5 Leading Armored Vehicles manufacturers for the near to medium term horizon as the industry gears up for a complex, challenging & rapidly evolving macroeconomic & geopolitical environment. The report is unique with reference to its core focus on and deep qualitative analysis of strategies & plans for the industry OEMs. The biggest of the environmental uncertainties going forward into 2017 emanates from the change of political leadership in the U.S. with the advent of Republicans led by Trump & his extreme foreign policy stances which have already sent further jitters to most European and Asian nations regarding the likely further evolution of traditional world order already stirred up by the Russian resurgence, Chinese military build-up, Political Instability in the Middle East and continued North Korean nuclear antics. Brexit & the arrival of Trump have already accelerated the talks amongst key European nations for increased military cooperation for a common European defense.

2017, overall, is likely to be a slightly better year for the global economy than 2016, as per economic growth forecasts. The global economy is projected to register improved growth in 2017 as against 2016 level as per projections by the IMF & the World Bank amid continued challenges from terrorism, extremism and continued war operations across several parts of the world. The projections indicate towards improved GDP

growth projections for the U.S., slight acceleration of economic recovery in Europe, steady yet moderate growth in China and slight reduction in growth rate for India given the demonetization move by the Indian government. Additionally, commodity prices are likely to register an improvement in 2017 with improvement likely in metal prices and forecasts for increase in oil prices in 2017 with OPEC's agreement on limiting & managing production levels likely to provide some relief to the global energy sector.

Europe, the traditional armor stronghold, is racing ahead to replace its ageing, cold war legacy platforms while facing a hectic pace of activities & looming Russian conventional threat backed by development of third generation armor as well as related technological advances. Russian activities in Eastern Europe & the Baltics have already driven a significant increase in defense spending across a number of states based across Europe with a significant focus & emphasis being placed on land forces, armor & air defenses. A number of large, big ticket defense modernization & replacement programs have already been initiated, announced or are in the pipeline stage across a number of European states aimed at replacement of old, outdated armor, led by the U.K., France, Poland & a number of other European states. Impending upgrades to traditional European MBTs, including the Challenger 2, Leopard 2 & Leclerc, too, have already been or are in the process of being rolled out now along with a number of new IFV & APC procurement programs being initiated. The numbers are likely to go up further over near to medium term with the NATO's defense spending mandate compliance likely to become a key point of contention amongst the U.S. and European allies.

Against this backdrop, the report provides analysis of the strategies & plans being developed by Europe's 5 leading industry OEMs aimed at capitalizing on emerging growth opportunities. The report also provides a comprehensive SWOT framework analysis on all the 5 leading industry OEMs covered in the report providing useful insights into each player's respective strengths and weaknesses. The report concludes with analysis of key trends, market conditions, potential growth opportunities and demand growth projections for the global armored vehicles market through 2025.

## **REPORT EXCERPTS:**

Analysis of GDELS' Growth Plans focused on leveraging & upgrading its existing Family of Vehicle Platforms in Europe - Analysis

Pursuit of joint Franco-German Defense programs at the Core of KNDS' Long Term Growth Strategy – Analysis & Insights

Rheinmetall's Growth Strategy driven by Aggressive Pursuit of New Defense Programs across International Markets

Iveco Defense Plans to Expand Market Presence across Latin America and Looking for a Foray into the U.S. Market - Insights

Analysis of Key Technology Trends Shaping the Industry in the domains of Mobility, Protection & Firepower

**RELEVANCE & USEFULNESS: THE REPORT WILL BE USEFUL FOR:**

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

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 & 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 is essential & a must have for Senior Industry Personnel and all those with

strategic interest & stakes in the European and/or Global Armored Vehicles Market. The report will be extremely useful for Key Decision-Makers, Program & Project Managers, Global Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Service Providers, Associated Equipment 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/sector.

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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