

# **Annual Strategy Guide - 2017 - World's Top 5 Helicopter Engines (Turboshafts) Manufacturers - Pratt & Whitney, GE, Rolls Royce, Safran, Honeywell - 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 the World's Top 5 helicopter engine manufacturers (turboshafts) for the near to medium term horizon as the industry continues to face 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 turboshaft engine manufacturers. 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.

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 & the demand for civil helicopters going forward.

The global aviation turboshafts market is witnessing the introduction of newer and more capable engines by almost all engine manufacturers integrating cutting edge technologies & features. The turboshafts market is also witnessing a shift towards next generation of more powerful turboshaft engines at the top end, especially, for military & some civil applications, providing a significantly improved thrust to weight ratio, achieving a significant improvement in fuel consumption while partially offsetting the increase in weight over existing platforms with the addition of mission equipment over the years. The U.S. Army's Improved Engine Turbine Program (IETP) is going to spearhead the demand for next generation of turboshafts for military applications over medium term given the potential size, scale & scope of the program. Further, the JMR-FVL program is likely to be the real growth engine for next generation turboshafts from 2030 onwards.

Against this backdrop, the report provides analysis of the strategies & plans being developed by the World's Top 5 Turboshaft engines manufacturers aimed at capitalizing on emerging growth opportunities while continuing to invest towards R&D aimed at long term growth. The report also provides a comprehensive SWOT framework analysis on all the top 5 engine manufacturers 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 military & civil helicopter market segments through 2025.

## **REPORT EXCERPTS:**

Analysis of Pratt & Whitney's Strategy & Plans Focused on Maintaining its traditional Dominance of the Global Turboshaft Engines Market spearheaded by the PT6 Engine Family and Plans for Development of Next Generation Turboshaft Engines - Detailed Analysis of Core Elements of P&W's Strategy

GE battles its out with Pratt & Whitney-Honeywell duo for the strategically significant IETP program leveraging its technological prowess

Safran's Strategic Focus on Heavy Turboshaft Engines Market with Plans for

Expansion of Heavy Turboshift Engines Portfolio through the Development of a New Heavy-Duty Engine Family - Analysis & Insights

Engine Manufacturers & OEMs experimenting with Hybrid & Electric Propulsion Systems for Aviation Applications – Analysis & Insights

Analysis of Key Technology Trends likely to Shape the Industry's Future

### **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 Global Aviation Turboshift Engines Market. The report will be extremely useful for Key Decision-Makers, Program & Military Procurement

Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Helicopter Fleet Operators, Associated Equipment Manufacturers, Technology Solutions Providers, 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, 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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