

# **Comparative SWOT & Program Strategy Focus - Battle of Commercial Aviation Turbofan Engine Programs in the Wide Body Aircraft Segment - Rolls Royce's Trent XWB & Trent 1000 Vs. GENx**

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## **Abstracts**

The Global Commercial Aircraft Turbofan Engines Market had been cruising in one of the longest super cycles through the end of 2019, very much aligned with the aircraft manufacturers, with the same abruptly broken by the global outbreak of the COVID-19 pandemic earlier in 2020. The aircraft OEMs have made the most of the upswing through the decade ramping up aircraft production rates rapidly to meet delivery timelines. The key focus across the engine OEMs over the decade, too, remained on making the next generation ultra high bypass ratio turbofan engines enter commercial service followed by ramping up of production rates for these latest engines which now all of a sudden is to ramp it down while initiating cost cutting measures across the board post the sudden pandemic outbreak hitting right at the roots of commercial aviation. The battle of engines to look out for in the global wide body aircraft segment is between the Rolls Royce's Trent 1000 & Trent XWB and the GENx from the American giant.

This report looks into & analyzes as to how these battles have shaped out how are the since the introduction of these respective engine's entry into commercial service and which direction are they likely to take and pan out going forward. The analysis also looks into the engine OEMs relative share of successes so far based on assessment of market shares, in-air performance & by looking at key pointers like:

Entry into service performance

Aircraft programs powered

## Market shares

Order book evolution & current order book positions

Current share of aircrafts on order

In-service engine base size

MRO Network coverage & strength

Reflections from airline customers

The report also looks at the current focus across these engine OEMs & key measures being undertaken as they prepare to weather the violent onslaught of the global outbreak of the COVID-19 pandemic on the aviation industry over near term while the medium to long term fundamentals of the industry remain robust & intact. The report concludes by making a preliminary assessment of the likely unfolding scenarios for the global commercial aviation market over near term based on the present situation which is evolving very rapidly given the highly dynamic & unprecedented rate at which things are unfolding globally.

### For Whom:

The report is a niche, key and vital information resource with its unique disposition & focus of analysis. The report would be quintessential for those having strategic interest in the Engine Programs covered, Companies, and/or the Global Commercial Aircraft Turbofan Engines market 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, Airlines Groups, 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.

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