

Comparative SWOT & Strategy Focus - 2018-2023 - Global Top 5 Civil Helicopter OEMs - Airbus Helicopters, Leonardo, Bell, Sikorsky, Russian Helicopters - Strategy Focus & Priorities, Key Strategies & Plans, Comparative SWOT, Trends & Growth Opportunities, Market Outlook

<https://marketpublishers.com/r/CDB49982226EN.html>

Date: October 2018

Pages: 200

Price: US\$ 2,300.00 (Single User License)

ID: CDB49982226EN

Abstracts

The Global Civil Helicopter Market is on the recovery course after facing headwinds for a number of consecutive years starting 2014 with the plummeting of global crude oil prices which precipitated the crisis in the energy sector and led to sinking of the demand for new civil helicopters & fleet utilization levels of in-service fleet for transportation to the offshore oil & gas rigs. The market for civil helicopters is likely to bottom out in 2018 with fleet utilization rates across operators picking up for the first half of 2018 as global crude oil prices resurge driven by contrived supply side constraints & pressures. However, the civil helicopters deliveries are likely to remain flat for 2018 and pick up only from 2019 onwards; despite decent activity & demand from the EMS, Parapublic & VIP transport market segments; in a complex, uncertain, challenging & difficult global macroeconomic environment that is likely to stay over near term.

Amongst regions, China is spearheading the global demand growth for civil helicopters, led by the development of its EMS market, and is poised to become the world's leading market for civil helicopters over medium term. Amongst OEMs, Airbus Helicopters continues to dominate & further tighten its grip on the global civil helicopter market with almost 50% unit delivery share for 2017 and a robust order book position with Leonardo and Bell actively on the trail. Leonardo has achieved a key feat by being able to finally penetrate the U.S. military helicopter market by winning the USAF's UH-1N military helicopter contract based on its ever popular AW139 program leveraging the favorable

trend & growing preference for militarized variants of civil helicopter platforms globally. Further, with the AW609 certification round the corner and the U.S. Navy's upcoming trainer rotorcraft actively on its radar, Leonardo is looking to enhance its positioning in the global civil helicopter market over near term.

The recent regulatory approval, on the mandate for retrofit of Crash Resistant Fuel Systems (CRFS) on existing, in-service civil helicopters in the U.S., is likely to give a major boost to civil aviation safety. However, integration of UAS into the existing airspace still remains a challenge and threat to manned helicopters & aircrafts. The offshore oil & gas market is gradually returning to normalcy with reference to fleet utilization with full demand recovery still a couple of years away. The offshore oil & gas transportation market has also been witnessing a gradual shift towards the super medium helicopter segment with most OEMs having a presence in the segment. Amid the scheme of things, the maintenance & repair of offshore wind turbine market is slowly emerging as a niche growth opportunity for civil helicopter operators & OEMs as the push on renewable sources of energy gets a boost under environmental regulations, which is likely to witness a further strong uptick over medium term.

Going forward, the U.S. Navy's plan to replace its TH-57 Trainer rotorcraft with a commercial, off the shelf solution is likely to be a key program of contention for Airbus Helicopters, Bell & Leonardo with the trio fielding their respective contenders for the potentially significant growth avenue in a highly strategic market. Also, the likely radical transformation of Urban Air Mobility, with the upcoming age of eVTOL based air transportation systems, will herald a new era of growth for the industry which is gearing up rapidly with the development of requisite technologies. The technology is evolving rapidly and is poised to disrupt the Global Urban Air Mobility Market at a lightning pace with the industry OEMs & players; able to adopt & incorporate right technologies for right applications to provide most fitting solutions focused on delivering overall value to customers while creating significant competitive advantages for themselves by leveraging this technology led differentiation; will be at the forefront of this one of the most disruptive phases for the industry going forward.

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis on the World's 5 leading Civil Helicopter Manufacturers besides analyzing the overall, Near to Medium Term Strategy Focus & providing insights into the Key Strategies & Plans being developed by them for the near to medium term horizon. The framework analyzes the Strengths & Weaknesses of the OEMs from a standalone as well as relative perspective based on a comprehensive analysis of their Key Business Aspects, which include:

Product Portfolio Analysis & its Strategic Positioning

Breadth & Depth of Presence across Key Markets, Segments & Programs

Analysis of overall Cost Base, Structure & its Management

Analysis of Revenue streams, Resource Base & Key Competencies

Profitability, Key Profit Sources, Growth & Trend Analysis

Capital & Ownership Structure and Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

Competitive Market Positioning across Key Global Markets, Segments & Market Share

Overall Strategy Orientation & Focus, R&D Strategy, Technological Strength & Capabilities

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

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and 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

Helicopter Fleet Operators

Suppliers, Vendors, Technology & MRO Services Providers and other Key Players in the Industry Value Chain

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Significant Time Savings with Ready, Comprehensive Analysis

Quality & Reliability backed by Over a Decade of Research and Coverage of the

Industry

Most detailed & comprehensive resource available on Strategy and Analysis with detailed Strategic

Analysis on OEMs

Gain a Competitive Edge with Our Cutting Edge Analysis

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images, Graphs & Infographics

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Airbus Helicopters
Leonardo Helicopters
Bell Helicopter
Russian Helicopters
Sikorsky Aircraft Corporation

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Airbus Helicopters
Leonardo Helicopters
Bell Helicopter
Russian Helicopters
Sikorsky Aircraft Corporation

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Light & Medium Twin

Super Medium & Heavy

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Light & Single Engine

Light & Medium Twin

Super Medium & Heavy

Demand Forecasts for Regions/Markets – Helicopter Units

North America

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Asia Pacific

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