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Comparative SWOT & Strategy Focus - 2020-2023 - Global Top 6 Military Rotorcraft Manufacturers - Airbus Helicopters, Bell, Boeing, Leonardo, Sikorsky, Russian Helicopters

https://marketpublishers.com/r/C12C5900230CEN.html
Date: August 2020
Pages: 200
Price: US$ 1,995.00 (Single User License)
ID: C12C5900230CEN

Abstracts

The Global Military Rotorcraft market has been on a steady growth upswing phase led by resurgence of the great power competition & escalating geopolitical tensions amid brief disruptions to production & supply chains emanating from COVID-19's unexpected global outbreak. The radical shift in the prevailing, traditional rule based world order with the rapid build-up of military capabilities by China and resurgence of Russia on the world horizon having already spiraled up defense spending across most regions & parts of the world. Additionally, ongoing conflicts & unrest across some parts of the world, especially, the Middle East has also led to a spurt in defense spending over the recent years driving demand for western origin military hardware by most nations. The global defense spending reached the $1.9 trillion level for 2019, growing by over 3% year on year to reach its highest level since the Cold war era, accounting for around 2.2% of the world GDP for 2019.

The marked shift in traditional, stable world order with the advent of revisionist powers to the fore has led to rapid expansion of existing rotary capabilities through new acquisitions and/or upgrade of existing fleet through incorporation of cutting edge technologies. In the U.S., the JMR-FVL program remains the holy grail of rotary fleet modernization activities at the core geared towards the future with sporadic replacement pursuits, like the replacement of USAF's UH-1N and the Navy's TH-67 trainer fleets, continuing at the periphery. Upgrades to the existing fleet; led by incorporation of new blades (like on the CH-47F program) and re-engining (under the U.S. Army's ITEP program); too, continue under a separate vector into the overall scheme of things. Leonardo has finally had its redemption having found the much vaunted entry gateway

to the U.S. defense market having won two key military helicopter programs of late in partnership with a defense resurgent Boeing. U.S. industry heavyweights, Bell & Sikorsky, are slugging it out in the high stakes FLRAA program to develop & incarnate the next generation game changer rotorcrafts while Boeing is busy scouting for & pitching the CH-47F Chinook and the AH-64E Apache to international export customers.

Russian antics around Eastern Europe and impressive, in-action showcasing of military capabilities in Syria has already driven up defense spending across Europewith the Airbus H160 leading the French rotary renaissance & charge. European OEMs, Airbus and Leonardo have been spearheading major fleet renewal campaigns by Asian titans under the industrial partnership model while looking for deeper inroads in the U.S. defense market leveraging the common civil/military platform operating model. Russian Helicopters is well positioned & oriented to address the rest at the lower end of the market across Asia, parts of Africa & the Middle East.

The prevailing chaotic geopolitical environment, with growing U.S.-China tensions almost mirroring the phases of U.S.-Soviet Union cold war era, and continued resurgence of Russia as a revisionist military power on a clear ascend phase is going to ensure that defense spending is headed skywards over medium to long term across most parts of the globe despite encountering mild, near term pressures over COVID-19's massive economic fallout. Troop transport, Attack and Naval ASW rotorcraft segments are going to get the maximum demand boost going forward.

Against this backdrop, the report provides a comprehensive Comparative SWOT framework analysis & medium term Strategy Focus on the World's Top 6 Military Helicopter manufacturers. The report analyzes as to how the key industry OEMs are positioned, based on their Strengths & Weaknesses, and are gearing up for the highly dynamic & rapidly evolving market landscape with reference to the emerging Opportunities and potential Threats. The report also provides an analysis of key trends, issues & challenges likely to shape the industry's future, outlining potential growth opportunities & projecting market outlook as well as demand growth projections for the near to medium horizon.

Report Excerpts

> JMR-FVL program remains the Holy Grail & nucleus of rotary fleet modernization activities in the U.S. Market with Sporadic Replacement Programs at periphery

Leonardo has found its much vaunted entry gateway to the U.S. defense market having won two key military helicopter programs recently

Bell & Sikorsky are slugging it out in the high stakes FLARA program to develop & incarnate the next generation game changer rotorcrafts

Boeing is busy scouting for & pitching the CH-47F Chinook and the AH-64E Apache to international export customers

Airbus H160 leading the French rotary renaissance & charge

European OEMs, Airbus and Leonardo have been spearheading major fleet renewal campaigns by Asian titans under the partnership model

Russian Helicopters is well positioned & oriented to address the lower end of the market across Asia, parts of Africa & the Middle East

For Whom: Key Decision-Makers across Industry Value Chain

Key Decision-Makers

Defense Departments, Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors and other Key Players in the Industry Value Chain

Associated Equipment Manufacturers & Technology Solutions Providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

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PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:-

Quick Macro View and Big Picture Analysis

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Detailed Analysis on Engine Manufacturers

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

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

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