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Global Market for Military & Civil Helicopters - 2015-2024 - Market Dynamics, Competitive Landscape, OEM Strategies & Plans, Trends & Growth Opportunities, Strategic Outlook

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Abstracts

The global helicopter market is currently facing a double whammy with the military helicopter segment impacted significantly by continued defense budgetary pressures & cuts underway across most traditional markets while the recent slide in global crude oil prices has been impacting the demand for new civil helicopters and activity levels of existing fleets engaged in the offshore oil & gas exploration sector globally. The situation has impacted the industry OEMs significantly which had been focusing on & working towards strengthening the civil helicopter segment to partially offset the impact of budgetary cuts on the military segment. However, the medium to long term view of the market is promising with presence of strong fundamentals & long term, sustainable growth drivers.

The market for military helicopters is on the verge of a technological generational leap with next generation compound helicopters & tiltrotorcrafts heralding the advent of a new era that is likely to witness a significant expansion of the operational spectrum, capabilities & performance threshold of these machines which is likely to eventually redefine their role besides enhancing overall effectiveness in conducting a wide range of military missions & operations. There are a number of strong, sustainable, long term growth drivers for military helicopters globally despite continued pressures likely on defense spending over near to medium term across most traditional markets.

The civil helicopter market, on the contrary, has grown almost three fold in size over the past decade driven by an expansion of the degree as well as scope of utilization of civil helicopters across a range of user segments and the introduction of new civil helicopter

platforms by the industry OEMs. Further, the development & commercialization of tiltrotorcrafts & compound helicopters for the civil segment by the industry; is likely to transform the market landscape significantly over medium term. However, continued slump in global crude oil prices presents significant challenges & near term pressures for the offshore oil & gas exploration sector with corresponding, commensurate impact on activity, new acquisition plans & fleet utilization level across civil helicopter operators.

Against this backdrop, the report provides strategic analysis & comprehensive insights into the global market for military & civil helicopters with focus on a blend of quantitative & qualitative analysis. Part 1 of the report analyzes the current market size, drivers & competitive landscape for military & civil helicopter market segments respectively. Part 2 provides detailed analysis on Top 6 industry OEMs, including, profiles & product portfolio snapshot, financial analysis, SWOT framework analysis and key insights into the strategies & plans of these OEMs. Part 3 projects the market evolution likely over medium term for the military & civil helicopter segments respectively with analysis of key market & technological trends, issues & challenges, market developments & potential growth opportunities which could be leveraged by the industry value chain. The report concludes by analyzing likely market evolution and projecting demand outlook for military & civil helicopters respectively over the next decade.

Report Excerpts:

1 Growing preference for Multi-Role Helicopters instead of Mission Specific Platforms.
2 Increasing development & usage of Common, Configurable Platforms across Military & Civil segments.
3 Increasing preference for hardware modernization & upgrade instead of outright replacement.
4 Asia-Pacific region to spearhead & drive demand growth for military helicopters over medium term.
5 Steady Diversification of Industrial Footprint by Industry OEMs beyond Traditional Markets with Emerging Markets likely to account for over 42% of new civil helicopter deliveries over medium term.
6 Opening of Chinese Low Altitude Airspace – New Window of Opportunity over Medium Term for the Civil Helicopter segment.
7 Significant Replacement Demand likely to originate from the Offshore Oil & Gas Exploration sector over Medium Term.
8 Analysis of Airbus Helicopter’s Innovation Driven New Product Development Strategy, Broadening of Product Portfolio with the Introduction of New Helicopter Programs and Enhanced Focus on Military Helicopter Exports.

9 Analysis of AgustaWestland's Global Platform Modular Product Strategy, Technological Innovation driven Product Differentiation Strategy & Continued Diversification of Global Industrial Footprint with Focus on Emerging Markets.
10 Insights into Russian Helicopter's Strategies & Plans aimed at expanding its Global Market Share to 20% by 2020.

Relevance & Usefulness: The report will be useful for

- Strategic Planning & Decision-Making process
- Identification of & Insights into Potential Growth Opportunities & Avenues
- Inputs on Market Evolution & Demand Projection over Medium Term
- Assessing potential impact of emerging Market Trends & Developments
- Contingency planning for current Strategies & Programs
- Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignmen

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those associated with and having interest in the Global Market for Military & Civil Helicopters. The report will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the industry.

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Contents

Part 1: Market Dynamics, Drivers & Competitive Landscape

SECTION – 1

Global Military Helicopter Market
  Market Overview, Size & Key Drivers
  Key Market Segments
  Global Military Helicopter Fleet by Region

SECTION – 2

Global Civil Helicopter Market
  Market Overview, Size & Key Drivers
  Key Market Segments
  Global Civil Helicopter Fleet by Region

SECTION – 3

Competitive Landscape – Global Military Helicopter Market
  Global Market for Military Helicopters - Market Share by OEMs
  Helicopter Shipments by Platforms & Programs across Key OEMs

SECTION – 4

Competitive Landscape - Global Civil Helicopter Market
  Global Market for Civil Helicopters - Market Share by OEMs
  Helicopter Shipments by Platforms & Programs across Key OEMs
Part 2: Analysis on OEMs

SECTION – 5

Top 6 Industry OEMs - Profiles & Product Portfolio Snapshot
  Airbus Helicopters
  AgustaWestland
  Bell Helicopter
  Boeing Defense, Space & Security
  Russian Helicopters

Sikorsky Aircraft Corporation

SECTION – 6

Financial Performance Analysis – Top 6 Industry OEMs

1. REVENUE BASE & GROWTH TREND

2. REVENUES SPLIT BY KEY SEGMENTS

3. REVENUES SPLIT BY KEY GEOGRAPHIC MARKETS & REGIONS

4. GROSS EARNINGS & MARGIN TREND

5. OPERATING EARNINGS & OPERATING MARGIN TREND

6. RETURN ON SALES TREND

7. PROFITABILITY GROWTH TREND

8. CASH FLOW FROM OPERATIONS

9. R&D EXPENDITURE TREND

10. CAPEX TREND

11. ORDER INTAKE & HELICOPTER DELIVERIES TREND

12. ORDER BACKLOG POSITION

SECTION - 7

OEM Strategies & Plans – Comprehensive Analysis of Strategies & Plans for Top 6 Industry OEMs – Airbus Helicopters, AgustaWestland, Bell, Boeing, Russian Helicopters, Sikorsky
Analysis Coverage:
- Product Portfolio Strategies & Plans
- Market Specific Strategies & Plans
- R&D Strategies & Plans

Growth Strategies & Plans
Business and Corporate Strategies & Plans
Sales & Marketing Strategies & Plans
Production/Manufacturing Strategies & Plans
Financial Strategies & Plans
Acquisitions, Strategic Alliances & JVs
Other Strategies & Strategic Initiatives

SECTION – 8

SWOT Analysis – On Top 6 Industry OEMs
Strengths to be Leveraged
Weaknesses to be worked on
Opportunities to be capitalized upon
Threats to be negated & mitigated
Part 3: Market & Technology Trends, Emerging Scenario and Strategic Market Outlook

SECTION – 9

Key Trends – Military & Civil Helicopter Market Segments
Market Trends
Technology Trends

SECTION – 10

Key Issues, Challenges & Risk Factors

SECTION – 11

Global Military Helicopter Market – Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics
Driving Forces
Restraining Forces

SECTION – 12

Global Civil Helicopter Market – Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics
Driving Forces

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Restraining Forces

SECTION – 13

Strategic Market Outlook - Military Helicopters
Analysis of Emerging Market Scenario
Demand Outlook for Military Helicopters
Insights into Potential Growth Opportunities

SECTION – 14

Strategic Market Outlook – Civil Helicopters
Analysis of Emerging Market Scenario
Demand Outlook for Civil Helicopters
Insights into Potential Growth Opportunities

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