

Global Strategy Brief - 2019 - Business Jet Manufacturers - Gulfstream, Bombardier, Dassault, Textron Aviation, Embraer

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Abstracts

Global Business Jet market has been on the comeback trail facing headwinds in a difficult & challenging market environment with a difficult & uncertain global macroeconomic environment marked by ongoing trade wars, regional issues like BREXIT and the volatility in global crude oil prices driven largely by supply side forces. The IMF has already projected a slowdown of the world economy in 2019 & 2020 in its January 2019 outlook owing primarily to ongoing global trade wars & other macroeconomic challenges as well as regional issues. The Chinese economy registered its slowest GDP growth since 1990 in 2018 at 6.6% and is seemingly on a slowdown phase for the near term.

The Business Aviation industry, however, has shown resilience over the past decade and the industry is inching towards a resurgence as indicated by an increase in order intake registered by some industry OEMs in 2018, with the book to bill ratios across OEMs reaching parity with an improvement in order backlog position along with stabilization of inventory & prices in the used jets market. The aircraft utilization levels across most operators & users, however, remain at a pretty good level, thereby, driving the requirements & revenues from aircraft service & aftermarket activity for the industry. Further, regulatory mandates, like the FAA's upcoming ADS-B requirement and other aircraft upgrades are likely to drive the aircraft modernization & upgrade activity over near term while driving some replacement demand as well, translating into an overall fillip for the industry value chain.

The Introduction of a string of new business jet programs, which have just entered service in late 2018 and/or are likely to enter service in 2019 & 2020; led by Gulfstream's G500 & G600, Bombardier's Global 7500 & 8000, Cessna Citation

Longitude from Textron Aviation and Embraer's Praetor 500 & 600; is likely to stimulate demand growth over near term. Additionally, the market dynamics for business jets are likely to witness major transformation with the era of supersonic business jets likely to become a reality towards the middle 2020s with a number of industry OEMs, led by Gulfstream & Aerion, working on development of supersonic business jets with active pursuit of R&D towards development of a range of supersonic flight technologies underway capable of enabling feasible supersonic flights while meeting regulatory requirements simultaneously. The developments on the Urban Aerial Mobility front, too, are likely to present a key challenge to traditional general aviation segments in future as the industry enters one of its most disruptive phases ever.

Against this rapidly evolving industry and market backdrop, this Strategy Brief report provides a comprehensive & holistic analysis of the overarching strategy focus across key industry OEMs and insights into the key strategies & plans being conceptualized, developed & pursued by these OEMs for the near to medium term horizon to navigate their way through the existing environmental challenges & uncertainty while looking to drive growth for themselves in a relatively improving phase for the industry.

Relevance & Usefulness:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Strategic Planning & Decision-Making process

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Medium Term

Analysis of Key Market, Industry & Technology Trends and Developments likely to Shape Future

Strategic Market Outlook, Evolution & Demand Growth Projections over Medium

Term

For Whom:

The report would be quintessential for those having strategic interest & stakes in the Global Business Jet market. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Defense Contracting Executives & Departments, Associated Equipment Manufacturers 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/sector. The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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