

# **Global Top 4 Commercial Aircraft Turbofan Engine Manufacturers - Decennial Strategy Dossier - The Decade from 2010 to 2019 - Strategy Focus, Evolution, Progression & the Path Ahead to the 2020s - Pratt & Whitney, Rolls Royce, GE Aviation, Safran**

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## **Abstracts**

This Decennial Strategy Dossier, published at the turn of the decade, reviews the strategy evolution & progression for the Global Top 4 Commercial Aircraft Turbofan Engine Manufacturers through one of the most profitable decades for Commercial Aviation with the market continuing with its unbroken supercycle. The rally has been driven by strong tailwinds emanating from a multitude of favorable, demand side factors led by robust growth in passenger air traffic, decent global macroeconomic growth and a favorable crude oil price environment prevailing through most of the decade which has bolstered airlines profitability as well as driven fleet expansion led by the LCC segment. Supply side factors, led by the development & introduction of new & re-engined aircrafts by the industry OEMs, incorporating new, high bypass turbofan engines have stimulated replacement demand with technological evolution by the industry, focused on performance, safety, comfort and optimized operating economics, further catalyzing fleet replacement activity across airlines groups globally.

The report analyzes and reviews the strategic path taken by the engine manufacturers through the decade ending in 2019 led by the development & introduction of next generation aviation turbofan engines, featuring a high bypass ratio and extensive usage of technological innovations from the competing engine powerhouses, which entered service over the recent years, and are proving their mettle in grueling, active duty service. However, going forward, managing things in a very difficult & challenging market environment for commercial aviation post the outbreak of COVID-19 pandemic, with most key global economies projected to go into recession for 2020, will be critical

for the industry over near term. This decennial review, thus, takes a macro view of the strategic developments and reviews the strategy pursuits & execution by these engine manufacturers over the 2010-2019 period and assesses their strategic significance as well as business impact & outcome for the companies at the turn of the decade with a look at the road ahead.

### Report Excerpt

The trend towards next generation, high bypass ratio turbofan engines has been led by Pratt & Whitney which has re-entered the Global Commercial Aircraft propulsion market after a long gap with the development of the PW1000G Geared Turbofan Engines Family for the twenty first century commercial aviation market backed by a massive \$10 billion investment. GE's story can't be scripted without mentioning the success of CFM International, its JV with Safran, which has literally dominated the global medium aircraft propulsion market for decades now with its iconic CFM56 engine program and the latest LEAP engine family, which made a splendid debut around the middle of the decade and faces a direct head off with the Pratt & Whitney's PW1000G GTF engine family in the narrow body market. 2020 will be another key year for GE as GE's 9X engine, the largest jet engine in the history ever, will power the Boeing's 777X for its test flight phase ultimately paving the way for certification and entry into service scheduled for 2021 now. GE Vs. Rolls Royce has been the Mother of all Engine battles in the global wide body aircraft market for some time now. Rolls Royce has made a decent comeback in the global wide body aircraft market through the decade with the winning of two key wide body aircraft programs as the sole source engine supplier over the recent years, namely, the A350XWB & the A330neo, which are going to be the key pivots for Rolls in its perennial battle against arch rival GE for market shares.

### For Whom:

The report is a niche, key and vital information resource on the covered industry players with its unique disposition & strategy focus and provides a macro view and longitudinal analysis from a strategy perspective quickly. The report would be quintessential for those having strategic interest in the Companies, Commercial Aviation sector 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, 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.

## Contents

### SECTION - 1

Business Structure & Snapshot - Current

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Product Portfolio - Major Product Platforms, Programs and Key Competitors
- f) Market Capitalization/Ownership Structure
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION – 2

Financial Performance Analysis – Charts & Analysis: Evolution from 2010 through 2019

- 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 & Aircraft Deliveries Trend
- 12. Order Backlog Position

### SECTION – 3

Strategy Focus, Evolution & Progression through the Decade – Core and Key Areas focused upon by the Companies over the 2010-2019 Period

### SECTION - 4

Key Strategies, Initiatives & Developments - 2010-2019

Product Portfolio Strategies & Developments

Service Level Strategies & Developments  
Technological and R&D Strategies & Developments  
Market Specific Strategies & Developments - Traditional & Emerging Markets  
Corporate Strategies & Developments  
Sales, Marketing & Branding Strategies and Developments  
Manufacturing/Production Strategies & Developments  
Business Growth Strategies & Developments - Organic & Inorganic  
Financial Strategies & Developments  
Acquisitions, Strategic Alliances & JVs – Developments through 2010-2020  
Other Strategies, Strategic Initiatives & Developments

## **SECTION – 5**

Global Commercial Aircraft Turbofan Engines Market - Force Field Analysis - Analysis of  
Driving & Restraining Forces and their Overall Dynamics  
Driving Forces  
Restraining Forces

## **SECTION – 6**

Key Trends  
Industry Trends  
Market Trends  
Technology Trends

## **SECTION – 7**

Key Issues, Challenges & Risk Factors

## **SECTION – 8 – BUSINESS OUTLOOK FOR THE GLOBAL TOP 4 COMMERCIAL AIRCRAFT TURBOFAN ENGINE MANUFACTURERS – 2020 AND NEAR TERM**

## **SECTION – 9 – THE PATH AHEAD**

Strategic Market Outlook – Commercial Aircraft Turbofan Engines Market - 2019-2038  
9.1 Analysis of Emerging Market Scenario for Commercial Aviation Sector  
9.2 Global Demand Outlook – Commercial Aircrafts – 2019-2038  
9.3 Demand Growth Projections for Aviation Turbofan Engines 2019-2038 –  
9.3.1 Engines Demand Forecasts - in Numbers

9.3.2 Value of Projected Engines sales over the forecast period - In \$Trillion

9.4 Engines Demand Projections by Market Segments – In Units and Value – Through 2038

9.5 Engines Demand Forecasts by Thrust Class - In Units and Value – Through 2038

9.6 Engines Demand Forecasts by Geographic Regions - Through 2038 - In Units and Value

North America

Europe

Asia-Pacific

South America

Middle East & Africa

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