

# **Global Top 5 Commercial Aviation OEMs - Strategy Dossier - 2017 - Key Strategies, Plans, SWOT, Trends & Growth Opportunities, Market Outlook - Airbus, ATR, Boeing, Bombardier, Embraer**

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## **Abstracts**

The Global Commercial Aircraft market has crossed the peak demand threshold on the demand curve after a shortened, 12 year full scale demand boom cycle; as reflected by the dismal order intake across key industry OEMs over the past 2 years and their prevailing book to bill ratios. The latest demand boom had been driven by a combination of favorable demand drivers, macroeconomic forces and technological advances by the industry which transpired into record airlines profits over the past few years. The last 2 years, however, have witnessed a stagnation & softening of order intake for new commercial aircrafts, especially wide body jets, across most key industry OEMs amid an uncertain geopolitical environment along with resurgence of classic commercial aviation specific issues, most noticeably, trade protectionism & state subsidies, slowing down of global economy with increasing macroeconomic uncertainty and downward spiraling yield trend across airlines operators with projected, near-term increase in oil prices likely to put further pressure on profitability with some leading global legacy carriers already looking actively at measures to trim cost base.

The long term demand drivers & fundamentals for commercial aviation, however, remain firmly in place with a strong passenger traffic growth trend projected over the next 2 decades. The strategic focus across industry OEMs & the industry value chain is laser sharp on ramping up production to deliver on the huge accumulated order backlog, estimated to be worth over 7-8 years of production. The global commercial aircraft market, thus, is juxtaposed between two contrasting trends led by a slowdown in market demand, especially, for new large commercial aircrafts by carriers on the demand side while the industry OEMs & value chain ramp up production to accelerate

deliveries on the supply side as they prepare to reap the rich harvest over medium term. Further, the year 2017 is going to be significant for the industry with a number of new commercial aircraft programs scheduled to enter service led by A321neo, 737MAX and the 787-10. Further, the rapid rise of Chinese, Russian and Japanese capabilities in the design, development & production of commercial aircrafts is likely to pose significant & serious threat to the traditional Airbus-Boeing duopoly in the LCA space over long term.

The commercial aviation sector OEMs, thus, buoyed by the record order backlogs and having fine-tuned their medium term product portfolio strategies; are focusing their efforts on & planning ways to increase aircraft production rate over near term to meet original delivery schedules and to harness the long-term visibility of their order books effectively through optimization of industrial footprint and enhanced alignment of capital expenditure and allocation of resources with the order book position & demand trend. All the OEMs are making significant investments towards expansion of their existing industrial base in-line with the planned, significant increase in aircraft production rate over near term and aligning & fine-tuning their strategies with emerging as well as latent industry trends & developments. Additionally, with a significant share of demand projected to emanate from emerging markets, led by the Asia-Pacific region; all industry players are working towards achieving further diversification of their global industrial footprint across traditional & emerging markets over medium term.

Against this backdrop, the report provides a comprehensive analysis of the key strategies and plans being conceptualized and pursued by the 5 leading global commercial aviation sector OEMs amid the continued, robust demand for commercial airplanes projected over the next 2 decades driven by continued series of fleet renewals & fleet expansion across airlines globally fuelled by R&D powered technological innovations and growth in low-cost carriers across key global markets. The report also analyzes the strategic positioning of these key industry players and provides a comprehensive SWOT framework analysis on them.

**Relevance & Usefulness:** The report will be useful for

Strategic Planning, Competitive Analysis & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Strategic Focus, Growth Strategies and Plans for Aircraft Manufacturers - Analysis & Insights

Identification of & Insights into Potential Growth Opportunities & Avenues – Segments & Regions

Comprehensive Analysis of Key and Emerging Industry Trends & Growth Opportunities

Analysis of Key Forces Shaping the Industry's Future & their overall Dynamics

Demand Forecasts & Analysis of Growth Trajectory for Commercial Aircrafts through 2035

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

#### For Whom:

The report is a niche, key & vital resource on the Business Strategy Domain given its unique disposition & strategic focus on leading Global Commercial Aviation sector OEMs. The report would be quintessential for those having strategic interest in the Commercial Aviation sector or any of these companies & will be especially useful for Program Managers, Procurement Managers, Airlines, Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors, MRO Services Providers, Technology & Other Services Solutions Providers. 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 or any of the OEMs covered in the report

#### Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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