

Strategic Focus Mapping - 2017-2020 - Global Top 5 Civil Helicopter Manufacturers - Airbus Helicopters, Bell Helicopter, Leonardo-Finmeccanica, Russian Helicopters, Sikorsky

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Abstracts

The Global Civil Helicopter market continues to face significant headwinds with 2016 proving to be another of the very difficult years for the industry as of late with global civil helicopter deliveries declining by 15% year on year in 2016 & significant pressure on order intake with continued difficulties in the offshore oil & gas sector which is impacted by the ongoing slump in oil prices & overcapacity. The European players, which have traditionally dominated the civil helicopter segment, have been able to further consolidate their grip on the civil market by increasing their market shares further in 2016 with a better focused & aligned product portfolio mix & strategy for markets; as reflected by Airbus Helicopters' further consolidation of market share in North America. However, Bell's two key civil helicopter programs, namely, 505 Jet Ranger X, which entered service in late 2016 and the 525 Relentless, slated for EIS in 2017, are likely to give a significant fillip to Bell's civil helicopter business & deliveries in 2017 while providing a serious challenge to European hegemony in the civil helicopter segment.

The turmoil & pressures for the civil helicopter segment are likely to stay over near term despite the onset of a recovery in crude oil prices with overall helicopter deliveries likely to remain flat in 2017. Most key industry OEMs, however, are realigning their overall, near term strategy focus towards military business with the global military helicopter market stabilizing as defense spending across most parts of the world regains traction & is poised to witness growth over near to medium term. Additionally, the OEMs are focusing on other segments in the civil market, led by, Corporate/VIP transport, General Utility and EMS/SAR to partially offset the ongoing demand slump in the oil & gas sector. The OEMs are also working towards expanding local roots across key growth

markets globally to capitalize on potential growth opportunities more effectively and to drive growth from a long term perspective.

The long term fundamentals & drivers for the civil helicopter segment, however, remain strong and given that the civil helicopter market has traditionally remained resilient through economic cycles & the global financial crisis. Further, expansion of the degree as well as scope of utilization of civil helicopters across a range of user segments, the radical generational leap in technology with the development & commercialization of next generation technologies as well as tilt-rotorcrafts & compound helicopter designs and growing demand for & application of civil helicopters across emerging markets are likely to collectively provide significant traction to demand for civil helicopters over medium term.

Against this backdrop, the report analyzes the overall strategic focus & priorities for the Global Top 5 Civil Helicopter manufacturers with the aim to analyze as to how are they positioned, preparing & likely to fit in the emerging market scenario & overall scheme of things. The report outlines the Overall Strategy Focus as well as Priorities and further provides a comprehensive analysis of the Key Strategies & Plans being conceptualized and implemented by the industry OEMs. The report concludes by projecting market evolution for civil helicopters through 2024 with analysis of emerging market scenario & demand growth projections followed by analysis of key market & technology trends, issues & challenges, potential growth opportunities and market outlook over the next decade.

Relevance & Usefulness: The report will be useful for

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

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

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Emerging Market & Technology Trends likely to Shape Future

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

Demand Forecasts & Analysis of Growth Trajectory for Civil Helicopters through
2024

Planning for current Strategies & Civil Helicopter Programs

Alignment & Adjustment of Strategic Planning Process with the Emerging
Market & Demand Scenario

Identifying & Highlighting Areas for making potential Strategic Changes,
Adjustments & Realignment

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Civil Helicopter Market. The report will be especially useful for Key Decision-Makers, Program Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Helicopter Operators, Flight Simulator & other related key 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.

Features, Benefits & Reasons to Procure:-

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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Intermediate Single

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Small medium

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