

# **Strategy Dossier - 2020-2021 - Europe's Top 5 Aerospace & Defense Companies - Airbus, BAE Systems, Rolls Royce, Leonardo, Safran**

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## **Abstracts**

Global Defense Spending; at over 2% of the Global GDP for 2019; has been growing at a scorching pace since the onset of the great power competition amongst the leading global powers focused upon equipment modernization, capabilities revitalization and increased R&D outlays geared towards the development of next generation, game changer technologies for a potential overmatch & military edge spearheaded by disruptive technologies. The Middle East, Eastern Europe & the Asia-Pacific regions remain as the traditional battlefields with political instability, ongoing conflicts & territorial disputes reigning supreme across these regions fuelling demand for military equipment in turn by the regional powers & leading nations across these regions for both defensive as well as offensive purposes which has given a huge impetus to arms imports & initiation of multiple indigenous, large scale defense procurement programs over the recent years with the Asia-Pacific region continuing to be a key hot spot of activity, a trend which is likely to be sustained over medium term.

This return to the age of multi-polarity, marked by the onset of great power competition at the world stage bolstering defense spending has been partially offset by the onset of the global outbreak of the COVID-19 pandemic. The colossal & unprecedented economic impact of the pandemic are likely to put pressure on government finances across most parts of the world over near to medium term with defense budgets, especially across traditional markets, are likely to be impacted slightly over near term with the exception of strategic programs & technologies.

Russia's antics around Eastern Europe since Crimea's acquisition in 2014 and an impressive display of military prowess in Syria has sent most European nations scrambling on a defense acquisition spree, pursuit of joint defense development

programs and signing of cooperative defense treaties. The defense industrial base across the U.S., Europe & most parts of the world has been on a renaissance over the recent years given the rapid transformation & evolution of geo-political dynamics & ongoing conflicts across some parts of the world. The initiation of joint Franco-German Future Combat Air System (FCAS) & Main Ground Combat System (MGCS) programs are prime examples of the same along with the comprehensive modernization of the British Land, Air & Naval Forces under multiple new defense programs. NATO, too, has been looking at the replacement of its medium rotorcraft fleet under the Next Generation Rotorcraft Capability (NGRC) focused on VTOL technology over the next 2 decades.

Against this backdrop, the report analyzes the Near to Medium Term Strategy Focus for the Europe's Top 5 Aerospace & Defense companies in a post COVID-19 world. The report provides comprehensive insights into the Key Strategies & Plans being developed by the leading European Aerospace & Defense Primes for the near to medium term horizon as the industry braces up for a significant growth phase ahead over the medium term.

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

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

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

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global/European Aerospace & Defense Market. The report will be especially useful for Key Decision-Makers & Senior Industry Executives apart from Program, Project & Procurement Managers, Defense Procurement Departments & Executives, Suppliers, Vendors, Technology & MRO Services Providers and other Key

Players in the Industry Value Chain, Existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists and Financing & Leasing Companies, Researchers and all those associated with the industry in general.

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Raytheon Company  
Airbus SE  
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