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Power by the Hour (PBH) Market Forecasts to 2032 – Global Analysis By Services (Engine Maintenance, Airframe Maintenance, Component Maintenance and Onboard Systems Maintenance), Aircraft Type (Commercial Aircraft, Regional Aircraft, Business Jets and Helicopters), End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Power by the Hour (PBH) Market is accounted for $26.7 billion in 2025 and is expected to reach $45.5 billion by 2032 growing at a CAGR of 7.9% during the forecast period. Power by the Hour (PBH) is a service-based maintenance model where customers pay a fixed hourly rate for aircraft engine operation and support, rather than upfront maintenance costs. Airlines and operators benefit from predictable expenses, improved cash flow, and reduced operational risk, as the service provider manages repairs, parts, and scheduled maintenance. PBH promotes efficient resource utilization, enhanced engine reliability, and reduced downtime. It is widely adopted in aviation, especially for commercial and business aircraft, aligning incentives between operators and maintenance providers to optimize lifecycle performance.

According to the Bureau of Transportation Statistics (a US-based government agency), US airlines experienced a 30% year-on-year increase in 2022, transporting 194 million more passengers than in 2021.

Market Dynamics:

Driver:

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Demand for predictable maintenance costs in aviation

The primary driver for the Power by the Hour (PBH) market is the aviation industry's persistent demand for predictable maintenance costs. This model effectively transfers the financial risk of unscheduled maintenance events from the operator to the service provider, enabling superior budget certainty and cash flow management. Airlines and fleet operators increasingly adopt PBH contracts to mitigate the volatility of heavy maintenance checks and component failures. This shift towards fixed, predictable operating expenses is a core strategic financial decision, enhancing operational planning and improving overall cost efficiency. The certainty provided by a known cost-per-flight-hour is invaluable for long-term fiscal health.

Restraint:

Limited flexibility in usage-based billing

Contracts are often predicated on predefined flight hours, cycles, or calendar time, which can prove financially suboptimal for operators whose actual utilization deviates from projections. Furthermore, these agreements can be complex and may include stringent minimum usage clauses, penalizing operators during periods of reduced demand or fleet grounding. This contractual rigidity can deter some potential clients who require more adaptable solutions to manage their highly variable operational tempos and avoid paying for unused service capacity.

Opportunity:

Integration with predictive maintenance platforms

A substantial opportunity for market growth lies in the integration of PBH with advanced predictive maintenance platforms. By leveraging real-time data from aircraft health monitoring systems and analytics, providers can transition from scheduled maintenance to condition-based interventions. This synergy enables more accurate parts forecasting, reduces aircraft on-ground (AOG) time, and optimizes maintenance workflows, thereby unlocking further cost savings and reliability improvements. Additionally, this data-driven approach allows service providers to offer more tailored and efficient contracts, creating a compelling value proposition that accelerates market penetration and fosters stronger, long-term client partnerships.

Threat:

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Trade disruptions and tariff impacts on parts supply

The PBH model's viability depends on a seamless, cost-effective supply chain for components and materials. Geopolitical tensions leading to trade barriers can cause parts shortages, import delays, and unpredictable cost escalations. These factors directly challenge the fixed-cost nature of PBH agreements, squeezing provider margins and potentially leading to contractual disputes or the need for costly contract renegotiations, thereby undermining the model's core promise of financial predictability.

Covid-19 Impact:

The COVID-19 pandemic initially severely impacted the PBH market, as global fleet grounding and a dramatic reduction in flight hours decimated the usage-based revenue stream for providers. Many operators invoked force majeure clauses, seeking to renegotiate or suspend contracts. However, the crisis ultimately underscored the value of predictable cost structures for cash-strapped airlines, reinforcing the model's long-term appeal. The recovery phase has seen a renewed focus on financial risk mitigation, accelerating the adoption of PBH agreements as a strategic tool for navigating market volatility and ensuring operational resilience.

The engine maintenance services segment is expected to be the largest during the forecast period

The engine maintenance services segment is expected to account for the largest market share during the forecast period due to the exceptionally high cost and criticality of turbine engine upkeep. Engines represent the single most expensive asset to maintain and repair, driven by stringent regulatory mandates and complex overhaul processes. PBH contracts are particularly attractive for managing these unpredictable and capital-intensive expenses. Additionally, original engine manufacturers (OEMs) heavily promote their own PBH programs, locking in customers for the entire lifecycle of the engine. This segment's financial dominance is a direct function of the asset's value and the operational necessity of ensuring its reliability.

The helicopters segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the helicopters segment is predicted to witness the highest growth rate, owing to its expanding application in emergency medical services, offshore

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wind farm support, and law enforcement. These operations demand exceptionally high availability rates and face intense cost pressures, making the predictable expenditure of a PBH model highly attractive. Furthermore, the rugged and diverse operating environments of helicopters lead to higher maintenance needs, which are ideally suited for a comprehensive, pay-per-use support solution. The growing utilization of rotorcraft in new industrial and urban air mobility applications will further propel the adoption of PBH contracts in this segment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. This dominance is attributed to the presence of a massive, mature aviation sector, including major commercial airlines, a large fleet of business jets, and strong military aviation contracts. The high concentration of OEMs and major MRO providers in the region fosters a competitive environment that drives PBH adoption. Moreover, North American operators are early adopters of advanced service models focused on operational efficiency and cost predictability, solidifying the region's position as the incumbent market leader.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This accelerated growth is fueled by the rapid expansion of commercial aviation fleets, increasing military budgets, and the growing prevalence of low-cost carriers that prioritize operational expenditure management. The region's emerging economies are investing heavily in aviation infrastructure, creating a fertile ground for new, modern aircraft deliveries that often come with OEM-backed service agreements. Additionally, the increasing penetration of PBH models among airlines seeking to manage growth costs effectively will drive the highest compound annual growth rate globally.

Key players in the market

Some of the key players in Power by the Hour (PBH) Market include AAR Corp., Air France Industries KLM Engineering & Maintenance, AJW Group, Bombardier Aerospace Corporation, C&L Aviation Group, Embraer Aircraft Maintenance Services Inc., GE Aerospace, Hong Kong Aircraft Engineering Company Limited (HAECO Group), Honeywell Aerospace, Jet Support Services Inc. (JSSI), Lufthansa Technik, MTU Aero Engines AG, Pratt & Whitney Services Inc., Rolls-Royce Holdings plc, ST Engineering, Textron Inc., and Turkish Technic.

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Key Developments:

In April 2025, Independent aircraft component parts, repair and supply chain solutions provider, AJW Group, has been awarded a long-term Power-By-the-Hour (PBH) support programme contract from FlySafair for its fleet of 30 B737NGs. Set to commence on 1 May 2025, the agreement ensures PBH coverage for the South African low-cost operator with pool access and repair management, enabling seamless maintenance operations and sustained operational efficiency.

In April 2025, AJW Group announced a long-term PBH support program for Air Transat's A321ceo and A320neo family aircraft, covering supply, repair, overhaul, and warranty support.

In July 2024, Honeywell signed a long-term agreement with Air India to maintain Auxiliary Power Units (APUs) for the airline's existing and new aircraft fleet. The agreement provides comprehensive maintenance support for Honeywell APUs to ensure high aircraft dispatch reliability and lower unplanned maintenance costs.

Services Covered:

- Engine Maintenance Services
- Airframe Maintenance Services
- Component Maintenance Services
- Onboard Systems Maintenance Services

Aircraft Types Covered:

- Commercial Aircraft
- Regional Aircraft
- Business Jets
- Helicopters

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End Users Covered:

- Airlines
- Business Aviation Operators
- Military & Defense
- Maintenance, Repair, and Overhaul (MRO) Service Providers

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific

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- Japan
- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar
- South Africa
- Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments

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- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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