

Aircraft Manufacturers - World

Market Analysis – 2015-2020 Trends – Corporate Strategies

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Exclusive extracts from this 241 page-long report:

- What is the business?

The defence market is one of the largest industries in the world (around 2.4% of world's GDP in 2014). The heart of the industry is in the United States and Europe, although demand is shifting rapidly towards emerging markets, particularly in Asia and the Middle East [...]

- Who are the key players?

The under-100-seat market is the domain of an oligarchy of manufacturers based primarily in North America and Europe. The over-100-seat commercial aviation market is controlled almost entirely by Europe-based Airbus and US-based Boeing. Recently, new state-owned players such as Chinese COMAC and Russian UAC have focussed on breaking the duopoly in the large twin and single-aisle markets [...]

Companies analysed in the report include: **BOEING, AIRBUS GROUP, GENERAL DYNAMICS, BOMBARDIER, TEXTRON, EMBRAER, AVIC AIRCRAFT, HONEYWELL INTERNATIONAL, ROLLS-ROYCE, MITSUBISHI HEAVY INDUSTRIES, DIAMOND AIRCRAFT, CIRRUS AIRCRAFT, UNITED AIRCRAFT CORPORATION** and **DASSAULT AVIATION**.

- How intense is competition?

Competition has always been relatively intense in the aircraft industry. Its high fixed costs mean that manufacturers always strive to run at full capacity, while the exit barriers are high due to high capital investment and long production processes that make manufacturers fight hard to stay in the game. Furthermore, customer loyalty may change rapidly due to sporadic problems in a product family. Rivalry among aircraft makers is set to become fiercer as the market's centre of gravity is shifting to fast-growing regions and State-owned companies based in these markets start making inroads.

- What are the main markets?

Asia is expected to account for almost 32% of global passenger traffic by 2017. The share of traffic from North America and Europe will fall to around 24% and 23% respectively. Such sharp growth is not just confined to China. Other markets such as Indonesia, Vietnam and Malaysia are also making large orders for new aircrafts, while several countries in the Middle East are positioning themselves as air traffic connectors.

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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Analyst, Xerfi Global

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