The German Defense Sector - Market Opportunities and Entry Strategies, Analyses and Forecasts to 2015

Description: This report offers insights into the market opportunities and entry strategies adopted by foreign OEMs (original equipment manufacturers) to gain a market share in the German defense industry. In particular, it offers in-depth analysis of the following:

- Market opportunity and attractiveness: detailed analysis of the current industry size and growth expectations during 2010–2015, including highlights of the key growth stimulators. It also benchmarks the industry against key global markets and provides detailed understanding of emerging opportunities in specific areas.
- Procurement dynamics: trend analysis of imports and exports, together with its implications and impact on the German defense industry.
- Industry structure: five forces analysis to identify various power centers in the industry and how these are likely to develop in the future.
- Market entry strategy: analysis of possible ways to enter the market, together with detailed descriptions of how existing players have entered the market, including key contracts, alliances, and strategic initiatives.
- Competitive landscape and strategic insights: analysis of competitive landscape of the defense industry in Germany. It provides an overview of key defense companies (both domestic and foreign), together with insights such as key alliances, strategic initiatives, and a brief financial analysis.
- Business environment and country risk: a range of drivers at country level, assessing business environment and country risk. It covers historical and forecast values for a range of indicators, evaluating business confidence, economic performance, infrastructure quality and availability, labor force, demographics, and political and social risk.

Scope:

- analysis of Defense industry market size from 2004 through 2009 and forecasts till 2015
- analysis of defense budget allocation
- Benchmarking with key global markets
- Market opportunities
- Defense procurement dynamics
- Industry dynamics
- Market entry strategy
- Competitive landscape and strategic insights
- Business environment and country risk

Reasons to buy:

- Gain insight into German defense industry with current, historic and forecast market values
- Get insight on market opportunity and attractiveness
- Get insight on industry procurement dynamics
- Gain insight on industry structure
- Gain insight into the regulations governing the German defense industry and the potential market entry strategies with an expert analysis of the competitive structure
- Identify top companies of the German defense industry along with profiles of all those companies

Key highlights:

With few internal or external threats, German defense policy is largely aligned towards the prevention and containment of crises and conflicts. Despite this, the country's defense spend which is valued at US$43.5 billion in 2009, spends as much as US$14.4 billion on procurement of military hardware. Furthermore, the country has a mature domestic sector, capable of fulfilling both domestic and export requirements. Nevertheless, Germany's participation in peacekeeping activities and in the development of advanced military transport aircraft is expected to support the growth of its defense industry over the forecast period.

With no exclusive organizations focused on fighting terrorism, Germany's homeland security expenditure is
largely concerned with the security of its border and the international threat of terrorism. Indeed, while Germany is expected to procure biometric identification systems to prevent illegal immigration by increased efficiency in border patrol, attractive opportunities are expected to emerge in the areas of UAVs (unmanned aerial vehicles), all-terrain vehicles, satellite radar systems and, if it were to pull out of its ongoing A400M development program, military transport aircraft.

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