The Spanish Defense Industry – 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 Spain 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 Spain 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 Spain. 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.

Synopsis:
- Top level overview of the Spanish defense industry
- A breakdown of the Spain defense industry by spend pattern valued from 2004 through 2009 and forecasted from 2010 through 2015
- A breakdown of the markets by segment valued from 2004 through 2009 and forecasted from 2010 through 2015
- Details of top companies active across the Spanish defense industry
- Emerging trends and opportunities in the Spain defense industry in the last 12 months

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 Spain 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 Spain defense industry and the potential market entry strategies with an expert analysis of the competitive structure
- Identify top companies of the Spain defense industry along with profiles of all those companies

Key Highlights:
Spanish military expenditure, estimated to be US$10.1 billion in 2010, grew at a CAGR of 6.53% during the review period. However, due to financial constraints caused by the global economic crisis, the nation’s military expenditure is expected to register a CARC of -1.05% during the forecast period, to fall to US$9.6 billion in 2015. Despite cuts to the defense budget, factors that will influence the defense expenditure of the country include security threats, international missions and its strained relationship with Morocco. During the review period, the nation allocated an average 0.8% of its GDP towards defense expenditure. However, this is likely to decline to an average 0.7% of its GDP during the forecast period in order to reduce the overall budget deficit of the country.
4.2.2 Majority of Spanish arms are exported to Norway
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