The Norway 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 Norwegian 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 Norwegian 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 Norway. 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 of the report:

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

Synopsis

- Top level overview of the Norwegian defense industry
- A breakdown of the Norwegian 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 Norwegian defense industry
- Emerging trends and opportunities in the Norwegian defense industry in the last 12 months
Key Highlights

The defense expenditure of Norway, which was estimated at US$5.7 billion in 2010, registered a CAGR of 4.24% during the review period and is expected to grow at a CAGR of 2.27% during the forecast period, to reach US$6.4 billion by 2015. The expected increase in the country's military spending is mainly due to its involvement in international peacekeeping missions, border disputes with Russia and the expected expansion of home guard training activities.

Norwegian defense expenditure as a percentage of GDP stood at an average of 1.5% during the review period; however, this figure is expected to decrease to an average of 1.4% during the forecast period. One of the key reasons for this decline is that the country's economy is expected to grow faster than its total defense expenditure.
4.1 Import Market Dynamics
4.1.1 Imports continued to increase over review period
4.1.2 Spain is the top arms supplier to Norway
4.1.3 Ships account for majority of arms imports
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4.2.3 Missiles account for majority of exports
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