The Irish 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 Irish 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 2011–2015, 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 Irish 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 Ireland. 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 2006 through 2010 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 Irish 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 Irish defense industry and the potential market entry strategies with an expert analysis of the competitive structure
- Identify top companies of the Irish defense industry along with profiles of all those companies

Key Highlights
- Irish defense expenditure grew at a CAGR of 3.09% during the review period and is expected to value US$1.4 billion in 2011. Active participation in peacekeeping missions and crisis management operations stimulated expenditure during the review period, and these factors are expected to drive defense expenditure throughout the forecast period. Defense expenditure in Ireland is anticipated to register a CARC of -1.34% and reach a value of US$1.2 billion by 2015. As a percentage of gross domestic product (GDP) the Irish defense budget stood at 0.7% in 2010, and is expected to decline to 0.5% of GDP by 2015, largely due to the expected increase in GDP and reduction in defense expenditure.
- The capital expenditure allocation of the Irish defense budget, which stood at 14.2% during the review period, is expected to decline to 10.7% during the forecast period, as a result of a reduced budget allocation for equipment purchases. Consequently, revenue expenditure is likely to increase from 85.8% in the review period to 89.3% in the forecast period.
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