The Norwegian Defense Industry – Market Opportunities and Entry Strategies, Analyses and Forecasts to 2016

Description: This report offers insights into market opportunities and entry strategies adopted by foreign OEMs 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 market size and growth expectations during 2011–2016, including highlights of the key drivers, to aid understanding of the growth dynamics. It also benchmarks the sector against key global markets and provides detailed understanding of emerging opportunities in specific areas.

- Procurement dynamics: Trend analysis of imports and exports, along with their 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, along with knowledge of how existing companies have entered the market, including key contracts, alliances, and strategic initiatives.

- Competitive landscape and strategic insights: Analysis of the competitive landscape of defense manufacturers in Norway. It provides an overview of the key defense companies (both domestic and foreign) along 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 Norwegian defense industry
- A breakdown of the Norwegian defense industry by spend pattern valued from 2007 through 2011 and forecasted from 2012 through 2016
- A breakdown of the markets by segment valued from 2007 through 2011 and forecasted from 2012 through 2016
- Details of top companies active across the Norwegian defense industry
- Emerging trends and opportunities in the Norwegian defense industry in the last 12 months

Scope:

- Analysis of defense industry market size from 2007 through 2011 and forecasts till 2016
- 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 Norwegian defense industry and the potential market entry strategies with an expert analysis of the competitive structure
- Identify top companies of the Norwegian defense industry along with profiles of all those companies

**Key Highlights:**

- The defense expenditure of Norway, which was estimated at US$7.02 billion in 2011, registered a CAGR of 7.22% during the review period and is expected to record a CAGR of 2.51% over the forecast period to reach a value of US$7.9 billion in 2016. The primary reasons for this expectation of increased spending include Norway's involvement in international peacekeeping missions, border disputes with Russia and the expected expansion of home guard training activities. As a percentage of GDP, Norwegian defense expenditure stood at an average of 1.4% during the review period, a figure expected to increase to an average of 1.5% during the forecast period as a result of stronger economic growth.

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