The Thai Defense Industry - Market Opportunities, Entry Strategies, Analyses and Forecasts to 2016

Description:

Synopsis
This report is the result of ICD's extensive market and company research covering the Thai defense industry. It provides detailed analysis of both historic and forecast defense industry values including key growth stimulators, analysis of the leading companies in the industry, and key news.

Summary
Why was the report written?
The Thai Defense Industry Market Opportunities and Entry Strategies, Analyses and Forecasts to 2016 offers the reader insights into the market opportunities and entry strategies adopted by foreign original equipment manufacturers (OEMs) to gain market share in the Thai defense industry.

What is the current market landscape and what is changing?
Thailand, the third largest country in Southeast Asia, has one of the fastest growing defense markets in the world. As a consequence of years of defense budget underfunding, the country's military spending is anticipated to increase during the forecast period as the country's armed forces undergo an extensive modernization program. As a result of this, the country's military expenditure as a percentage of GDP is projected to increase during the forecast period. Thai defense expenditure is expected to be driven by factors such as security threats, modernization plans, border disputes and an ongoing arms race within the Southeast Asian region.

What are the key drivers behind recent market changes?
By 2016, Thailand is expected to invest in the modernization and acquisition of its advanced defense systems in the areas of Navy and Air Force-related defense capabilities such as aircrafts, submarines, patrol vessels and frigates. These are the fundamental drivers in the Thai defense market.

What makes this report unique and essential to read?
The Thai Defense Industry Market Opportunities and Entry Strategies, Analyses and Forecasts to 2016 provides detailed analysis of the current industry size and growth expectations from 2011 to 2016, including highlights of key growth stimulators. It also benchmarks the industry against key global markets and provides detailed understanding of emerging opportunities in specific areas.

Scope
The report provides detailed analysis of the current industry size and growth expectations from 2011 to 2016, including highlights of key growth stimulators. It also benchmarks the industry against key global markets and provides detailed understanding of emerging opportunities in specific areas.

The report includes trend analysis of imports and exports, together with its implications and impact on the Thai defense industry.

The report covers five forces analysis to identify various power centers in the industry and how these are expected to develop in the future.

The report allows readers to identify possible ways to enter the market, together with detailed descriptions of how existing companies have entered the market, including key contracts, alliances and strategic initiatives.

The report helps the reader to understand the competitive landscape of the defense industry in Thailand. 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.

Reasons To Buy
The report looks at historical performance as well as future industry projections using the in-house model. The report is a mixture of graphs, charts, tables and text in an effort to give the reader the maximum possible information in the most efficient and visually appealing manner.
The report helps marketing agencies in the industry to promote their business by aligning their capabilities and business practices with their customers’ changing needs, while it also helps suppliers to benchmark their efforts with those of their competitors.

The report uncovers the business outlook, key challenges, and opportunities identified by suppliers and buyers, enabling industry stakeholders to understand the business sentiment prevailing in the industry.

Key Highlights
The Thai defense expenditure is expected to be driven by modernization initiatives, border disputes, security threats and an arms race with neighboring countries. Moreover, years of defense budget underfunding has created the need for a comprehensive modernization program for equipment including fighter aircraft, military helicopters, armored carrier vehicles and diesel submarines.

The defense industrial base of Thailand is largely undeveloped and as a result the country is highly dependent on foreign suppliers to meet its military needs. Modernization of the country's armed forces increased imports in real terms during the review period. Over the past five years the US emerged as the largest suppliers of defense equipment to the country.

The country is expected to spend US$16.21 billion on Home Land Security (HLS) over the forecast period on a cumulative basis. The nation's HLS budget is driven by an increase in terrorist activities, mass protests and domestic instability. Over the next five years, significant investment is expected in equipment capable of countering maritime security threats and controlling riots.

In January 2011, 27,000 people gathered on the streets to demand the release of 19 protest leaders arrested in 2006 following clashes over the ousting of then Prime Minister, Thaksin Shinawatra. The country is expected to invest significantly in riot and crowd control equipment due to further planned protests.

Thailand faces a high level of threat from foreign terrorist organizations and is currently ranked at 13 on the ICD Research Intelligence Terrorism Index. This score indicates a high threat level compared to countries throughout the world.
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