
Description: Increasing terrorism and domestic disputes are the major factors encouraging deployment of advanced military armaments across the globe. Global defense land vehicle industry is highly dependent on government military expenditures which have seen considerable reduction in the recent years due to economic slowdown. The author expects a flat growth in the industry considering the recent cuts in defense budgets, in North America and Europe, with increasing demand from developing nations. Global defense land vehicle industry is expected to reach $32.7 billion in 2020 promising valuable opportunity for the firms operating across the value chain of defense land vehicle industry.

The report analyses the defense land vehicle industry for all the four regions and analyses the risk factors and growth opportunities. The defense land vehicle industry is segmented by region such as APAC, Europe, NA, and ROW.

Increasing defense budget in emerging economies, especially in China and India, is a positive sign for the defense land vehicle industry. Asia Pacific defense land vehicle market is expected to grow with 2.1% CAGR during 2014-2020. Increasing military expenditure in developing economies and geo-political conflicts are expected to drive the industry growth in coming years. North America and Europe will witness moderate growth rate with 1.6% and 1.2% over the next six years mainly due to defense budget reductions.

The author highlights the key challenges faced by the defense land vehicle industry. Declining GDP growth has forced the reduction of government expenditure on defense land vehicle around the world. The other challenge is withdrawal of US military forces from Iraq which has decreased the defense land vehicle demand in US. There are ways through which challenges can be minimized such as increase emphasis on cost-effectiveness of the government spending and avoidance of focus on just one part of defense budget.

The report provides insights of the market trend (2007-2013) and forecast period (2014-2020) which will assist the interested companies in making key decisions. Deep insights and knowledge about recent innovations and developments in global defense land vehicle industry can help client to gain competitive advantage. Clients may lose the opportunity of getting deep understanding of global defense land vehicle industry with the emerging trends, unmet needs and new product, technological development in global defense land vehicle industry.

This unique report will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features of This Report:
To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of “Global Defense Land Vehicle Industry 2014-2020: Trend, Forecast and Opportunity Analysis” include:
- Analysis of competitive intensity of the industry based on Porter's Five Forces model which helps to understand the competitive position of industry players
- Global defense land vehicle industry intelligence with special emphasis on impact of military expenditure.
- Market size in terms of value ($B), trend (2007-2013) and forecast (2014-2020)
- Regional Analysis provides defense land vehicle industry breakdown by four regions i.e. North America, Europe, Asia Pacific and Rest of the World.
- Competitive Landscape, emerging trend, market drivers and growth opportunity analysis provided helps to ascertain a sound investment decision

Who Can Benefit From This Report?
This study is intended for senior level executives, sales, OEMs, marketing and business development
professionals at various nodes of value chain of this market. This multi-client market study is used by small
to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

- Business development
- Strategic planning
- Business presentation
- Determination of market size and trend
- Competitive analysis
- Resource and inventory management
- Budgeting
- Investment decisions

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