Aviation Analytics Market by End-User, Business Function, Application - Global Forecast to 2021

Description: The aviation analytics market is estimated at USD 2.16 billion in 2016, and is projected to reach USD 4.23 billion by 2021, at a CAGR of 14.38% from 2016 to 2021. The aviation industry is focusing on analyzing the historically generated dataset thereby identifying gaps to improve the experience of customers. Customers demand for quality products and services at an affordable price. Deriving analytical solution in order to cater to the future needs of the customers help businesses maximize their revenue streams.

Sales & Marketing segment is projected to grow at the highest CAGR in the aviation analytics market

The sales and marketing segment in aviation analytics market is anticipated to grow at the highest CAGR during the forecast period. Because of the analytical solutions derived from the historically generated dataset, the companies follow various strategies in order to maximize their revenue streams. For this, the companies focus on different promotional activities in order to gain customers which is achieved due to sales and marketing activities. Maintenance & repair is the second-highest growing segment in the aviation analytics market, by business function.

Flight risk management is the largest market, by application in the aviation analytics market

Flight risk management is projected to have the highest market share in aviation analytics market, by application. The aviation industry is proactive in identifying the possible hazards thereby using the risk management tools in order to mitigate risk from the analytical solutions derived from the historically generated dataset.

North American region holds a dominant market share in the Global Aviation Analytics market

North America dominates the aviation analytics market, by region. Countries in this region includes the U.S. and Canada which focuses on innovations obtained from R&D and technological advancements. Economic growth is one of the key drivers for the aviation industry. The adoption of aviation analytics solutions is the highest in North America as compared to the other regions. Increasing consumer expectations, the growing pressure of reducing costs and improvement in operational efficiency are various factors which are driving the aviation analytics market.

Break-up of profile of primary participants for this report:
- By Company Type - Tier 1 - 35%, Tier 2 - 45% and Tier 3 - 20%
- By Designation - C level - 35%, Director level - 25%, Others - 40%
- By Region - North America - 45%, Europe - 20%, Asia-Pacific - 30%, RoW - 5%

Key players profiled in the aviation analytics market report include IBM Corporation (U.S.), Oracle Corporation (U.S.), SAP SE (Germany), General Electric (U.S.), SAS Institute (U.S.), Ramco International (India), Mu-Sigma (U.S.), Mercator (U.S.), Aviation Analytics (U.K.), Airport Analytics (U.K.) among others.

Reasons to buy the report:
From an insight perspective, the aviation analytics market report has focused on various levels of analysis - industry analysis, market share analysis of top players and company profiles, which together comprise and discuss the basic views on the competitive landscape, high-growth regions and countries and their respective regulatory policies, drivers, restraints, and opportunities.

The aviation analytics market report provides insights on the following pointers:
- Market Penetration: Comprehensive information on Aviation analytics equipment offered by the top 10 players in the global Aviation analytics market
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development
activities, and new product launches in the market

- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the market

- Competitive Assessment: In-depth assessment of strategies, products, and manufacturing capabilities of the leading market players

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