
Description: The 2017 edition of this annual publication provides comprehensive analysis and key insights into the Strategies & Plans being formulated, developed and pursued by the World’s 10 Leading Armored Vehicles manufacturers for the near to medium term horizon as the industry gears up for a complex, challenging & rapidly evolving macroeconomic & geopolitical environment. The report is unique with reference to its core focus on and deep qualitative analysis of strategies & plans for the industry OEMs. The biggest of the environmental uncertainties going forward into 2017 emanates from the change of political leadership in the U.S. with the advent of Republicans led by Trump & his extreme foreign policy stances which have already sent further jitters to most European and Asian nations regarding the likely further evolution of traditional world order already stirred up by the Russian resurgence, Chinese military build-up, Political Instability in the Middle East and continued North Korean nuclear antics.

2017, overall, is likely to be a slightly better year for the global economy than 2016, as per economic growth forecasts. The global economy is projected to register improved growth in 2017 as against 2016 level as per projections by the IMF & the World Bank amid continued challenges from terrorism, extremism and continued war operations across several parts of the world. The projections indicate towards improved GDP growth projections for the U.S., slight acceleration of economic recovery in Europe, steady yet moderate growth in China and slight reduction in growth rate for India given the demonetization move by the Indian government. Additionally, commodity prices are likely to register an improvement in 2017 with improvement likely in metal prices and forecasts for increase in oil prices in 2017 with OPEC's agreement on limiting & managing production levels likely to provide some relief to the global energy sector.

The Global Armored Vehicle manufacturing industrial base is gearing up for an upswing after a long hiatus driven by a traction being witnessed in defense spending across most key traditional as well as emerging markets focused on recapitalization of ageing core assets driven & accelerated by an evolution of the traditional world order & the development of cutting edge technologies & platforms offering radical improvement in mobility, protection and firepower to face & surmount current age challenges as well as threats. Against this backdrop, the report provides analysis of the strategies & plans being developed by the Top 10 industry OEMs to capitalize on emerging growth opportunities. The report also provides a comprehensive SWOT framework analysis on all the 10 industry OEMs covered in the report providing useful insights into each player's respective strengths and weaknesses. The report concludes with analysis of key trends, market conditions, potential growth opportunities and demand growth projections for the global armored vehicles market through 2025.

Report Excerpts:

- JLTV Platform & Program at the Core of Oshkosh's Medium to Long term Growth Plans for its Defense Business

- Analysis of General Dynamics Strategy of leveraging its Family of Vehicle Platforms across Markets & Regions Effectively

- Retaining & Preserving Existing Positions over Current Programs with Platform Upgrades & Aggressive Pursuit of New Defense Programs in the U.S. Market part of BAE Systems' underlying Strategy of Continuing to Drive Value from Existing Platforms & Services and to Drive Growth over Medium to Long Term

- Rheinmetall's Growth Strategy driven by Aggressive Pursuit of New Defense Programs across International Markets

- Analysis of Iveco's Significant Product Portfolio Expansion marked by the Introduction of New Product Platforms & Programs

- Lockheed Martin Looking to Make Significant Inroads into the U.K. Armored Vehicles Market
Analysis of Key Technology Trends Shaping the Industry in the domains of Mobility, Protection & Firepower

Relevance & Usefulness: The report will be useful for:

- Strategic Planning, Assessment & Decision-Making Processes
- Competitor Analysis & Comparative Analysis of covered Industry OEMs
- Identification of & Insights into Potential Growth Opportunities & Avenues
- Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs
- Medium Term Strategic Outlook, Inputs on Market Evolution & Growth Projections through 2025
- Analysis of Emerging Market & Technology Trends
- Contingency planning for current Strategies & Programs
- Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment
- Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

For Whom: Key Decision-Makers across Industry Value Chain

The report is essential & a must have for Senior Industry Personnel and all those with strategic interest & stakes in the Global Armored Vehicles Market. The report will be extremely useful for Key Decision-Makers, Program & Project Managers, Global Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Services Providers, Associated Equipment Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry/sector.

Features, Benefits Features, Benefits & Reasons to Procure: Reasons to Procure:

- Provides Macro View and Big Picture Quickly
- Blend of Quantitative & Qualitative Analysis
- Significant Time Savings
- Visual Representation enables Easy Comprehension
- Meetings & Presentation Ready Format
- Superior & Enriched User Experience with Incorporation of Relevant Images

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