The Global Military Rotorcraft Market 2013–2023

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“The Global Military Rotorcraft Market 2013–2023” provides detailed analysis of the current industry size and growth expectations from 2013 to 2023, 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.

Military helicopter manufacturers are understandably anxious, primarily due to the expected US$700 billion defense budget cuts between 2012 and 2023. Even though helicopters are expected to be the one of the least affected segments, the market sentiments are cautious with regards to future expenditure. Traditionally, North America and Europe accounted for 80% of global defense expenditure. However, the global economic downturn, US economic crisis, and European debt crisis are expected to negatively impact defense expenditure over the forecast period.

Owing to limited budgets, many countries worldwide are looking to replace their helicopter fleet with unmanned aerial vehicles (UAVs). The reasons for this are that UAVs are cheaper, do not require support, and their pilots can fly from the safety of a control room. Owing to dangerous operations in Afghanistan and Iraq which have resulted in a low tolerance for casualties by the public, UAVs are considered to be ideal to prevent unnecessary loss of life.

At the cyber-security world summit held in 2010, security experts raised credible issues such as crashing power grids, stalled air control towers, hospital infrastructure being rendered useless, and national defenses being susceptible to outside attacks. New technologies such as cloud computing, social networking, and the proliferation of mobile devices have also resulted in an increase of cyber attacks. The governments of the UK, the US, France, Belgium, Germany, and India have stated that their systems and networks were infiltrated by criminal networks. Such incidents are expected to augment a sustainable demand for cyber security over the forecast period.

Several developing countries around the world have also embarked on ambitious acquisition programs for military helicopters while others are developing their own domestic manufacturing capabilities. Bell helicopter, which has the largest market share in terms of military helicopter sales, recently stated that India was its fastest-growing market globally with a growth rate of 17% compared to less than 5% for Europe and the US.

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