

Jane's

# Markets Forecast

Identify global defence requirement from the world's leading forecast service



# Freedom to focus on critical analysis and decision making

The global defense market is projected to be worth about USD1.8 trillion over the next decade. Although the overall growth trend is positive, the market is experiencing significant turbulence, as traditional partnerships are being eroded. With emerging producers looking to meet both domestic and international requirements, competition is intensifying.

Jane's is uniquely positioned to deliver best-in-class forecasts that enable our customers to identify and capture new business opportunities. We do this by employing highly experienced analysts, with an average of 20 years' experience in the military or defense industry, who carefully evaluate a wide array of data and sources to sort through the noise and develop justifiable bottom-up forecasts and opportunities in their markets.

Fully documented sources, comments, and assumptions mean that you can confidently divert time and resources away from data gathering and into critical analysis and decision making.





19  
markets

150+  
data elements

10M  
data points

96%  
of global  
defence spend

85,000+  
records

# Forecasting at its most comprehensive and reliable

Markets Forecast is a comprehensive market analysis solution that combines a detailed market intelligence database of defense industry forecasts with an easy to use charting interface. It delivers bottom up 10 year forecasts of the sales/revenue available to industry across 19 defence markets and 60 countries.

## Markets covered:

- Military Aircraft
- Military Ship
- Military Ground Vehicle
- Unmanned Systems
- Electronic Warfare
- Air and Missile Defence
- ISR
- C4ISR
- Anti-Submarine Warfare
- Simulation and Training
- Radar
- Electro-Optical/Infrared
- Military Communications
- Command and Control
- Sonar
- Missile
- Precision Guided Weapon
- Launchers
- Services

# Enable effective strategic planning and business development

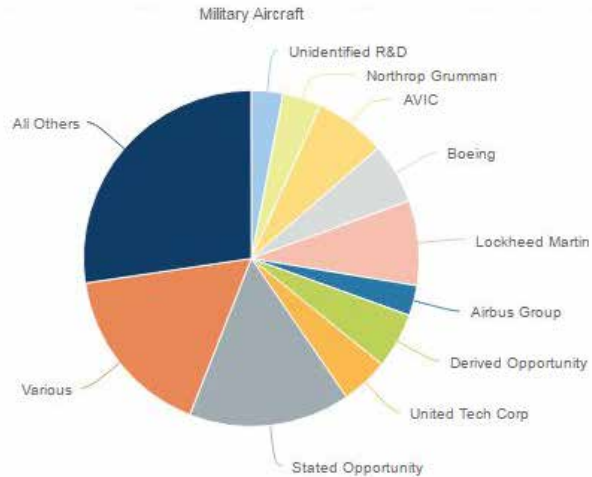
With Markets Forecast you can conduct the strategic market analysis and planning, business development and marketing activities that your business relies on when making critical decisions that grow long-term revenue and market share.

## Markets Forecast enables you to:

- Identify and capture new opportunities with data-driven forecasts that allow you to uncover market growth
- Perform detailed strategic market analysis with confidence
- Stay ahead of the competition with expert assessments of potential global contract opportunities that are yet to be announced
- Analyze market trends and drivers to shape your go-to-market strategy
- Discover patterns, trends and insights with virtually limitless drill downs and detailed monthly commentary for each market
- Export raw data so you can carry out detailed analysis and augment your proprietary sources



Region: Worldwide, Market: Military Aircraft by Subsystem Supplier, Forecast Type: Total Program (2017 - 2026)



# Expert assessments of potential contract opportunities yet to be announced

Markets Forecast represents the portion of the global defense budget that is industry addressable. Jane's analysts assess capabilities, inventories and strategic requirements to derive potential future programs at both the system and subsystem supplier levels, in addition to documenting those already awarded. They also apply a probability estimate, which can be switched on or off, to calculate the expected value and avoid overstatement of a market's worth.

## Markets Forecast covers:

- **Known programs**, those programs already awarded to a supplier
- **Stated opportunities**, a known opportunity that has been sourced and/or documented
- **Derived opportunities**, an anticipation of future requirements based on factors including aging inventory, R&D investments, market trends or geo-political issues

## It also forecasts supplier sales in four categories:

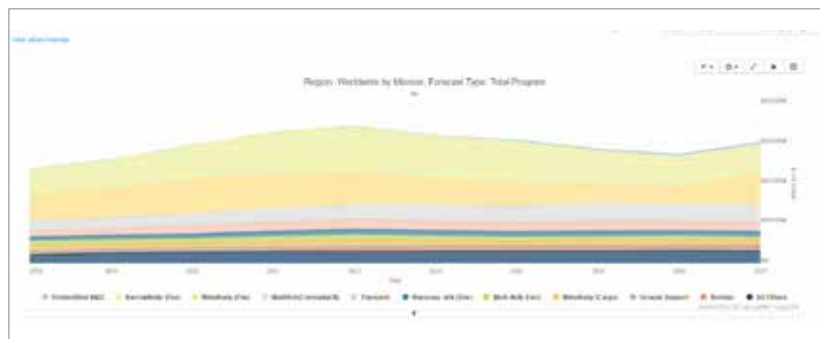
- Production
- RDT&E
- Supplier logistics support revenue
- Services



# Monthly update reports

Each month a report is published for each of the 19 markets covered, to deliver an update on any developments in the previous month.

- Changes to the most noteworthy projects are highlighted so you can be confident you are basing your decisions on up to date forecasts
- Identification of any new contracts, programs or opportunities ensures that you can act quickly
- Year in review reports deliver an analyst's eye view of the market's most significant events during the previous calendar year, as well as a glimpse of the market's future





# Identify patterns, trends and insights

The easy to use and agile analysis capabilities contained within Markets Forecast help you to reach the information you need quickly. It offers you:

- Choice of chart formats to best suit your needs
- One click to turn on and off analyst forecast effects, including inflation effects, probability estimates and discount rates
- View graphic charts and corresponding program data records simultaneously to visualize how each change impacts the market view
- Export raw data into an Excel format for easy manipulation
- Focus your research by market, location, system, opportunity, subsystem or company

## Powerful analytics

The Data Analytics Module for Markets Forecast delivers filtering, data visualization, and capabilities that are intuitive and very simple to use. A range of interactive Tableau dashboards enable competitive assessment, customer requirement analysis, mergers and acquisition analysis and opportunity identification.

## About Jane's

Jane's delivers connected, verifiable, trusted and accurate open source intelligence across defence equipment, military capabilities, security and defence budgets, markets and forecasts. The interconnectivity of Jane's structured data, insight and analysis enables us to provide our customers with the unique insights they need to make more impactful decisions.

## CONTACT US

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