

## Airborne Pods 2016

The first report on this market from  
Counterpoint Market Intelligence Limited

This new report represents original, ground-breaking research on the airborne pod market. Over the past year, Counterpoint has worked closely with an industry professional who has many years' experience in aircraft pods to create this report. While there are other market reports which cover the wider sensor market across the air, sea, and land domains, until now there has been no dedicated original research into the unique characteristics of the airborne pod market. Aircraft pods can be viewed as segments of larger markets in EO/IR, Electronic Warfare, Radar Systems, etc., for which comprehensive market analyses and forecasts are available. We believe that segmentation of these markets into airborne pod-specific categories has not been previously addressed, and analysis of the pod market is not readily obtained from the comprehensive reports. The airborne pods market is expected to provide robust sales opportunities and growth through the end of this decade.

### Why buy this report?

#### Our new 208 page report offers the following market analysis;

- Provides pod descriptions and supporting rationale for externally carried aircraft pods in the following categories:
  - Electro-Optical/Infrared (EO/IR)
  - Electronic Warfare & Electronic Attack (EW/EA)
  - Optical & Radar Based Reconnaissance
  - Infrared Countermeasures (IRCM)
  - Other (we include in this category offensive laser, communication and cyber pods)
- Detailed market overview:
  - The major capability requirements driving current market trends for podded systems and payloads
  - The main drivers of the market, such as advances in A2/AD which have reduced the advantage of 5<sup>th</sup> generation aircraft and led militaries worldwide to seek an affordable system to provide long-range surveillance and intelligence gathering outside of contested airspace, and electronic warfare and attack systems that can defeat A2/AD systems by making the target aircraft hard to find or hard to hit.
  - Market trends and dynamics, including advantages and disadvantages of airborne pods
- Global market forecast for airborne pods:
  - Estimates for market size and market growth (five-year CAGRs 2016-2020) for each pod segment
  - Market analysis by sales channel: new aircraft, current aircraft, replacement aircraft and by market/region (e.g. Middle East, Asia, Western Europe)
  - IRCM market size split by rotorcraft and fixed wing
- For each pod segment this report provides:
  - Market overview: technology trends, dampening factors and the latest product developments unique to each market
- In-depth country analysis, providing aircraft inventories and assessing the market potential for airborne pods for the 49 countries we see as the most attractive opportunities for sales
- Synopses of 21 combat aircraft: which platforms are using which pods and why?
- Profiles of 17 pod integrators, covering: financials; a review of operations and partnerships; current pod offerings; customers and key contracts; and strategies suppliers are employing to capture business

We would be pleased to provide an hour's free consultancy to purchasers of this report.

## Contents

- 1. Executive summary**
  - 1.1. The Pod Market: 2016-2020
  - 1.2. Driving Influences
  - 1.3. Highest Growth Markets
- 2. Introduction**
  - 2.1. Report Scope
  - 2.2. Market Overview
    - 2.2.1. Capability Needs
    - 2.2.2. Affordability Drivers
    - 2.2.3. Market Trends & Dynamics
- 3. Glossary**
- 4. Pod Description by Type**
  - 4.1. EO/IR Pods
  - 4.2. Electronic Warfare/Electronic Attack Pods
  - 4.3. Optical & Radar-Based Reconnaissance Pods
  - 4.4. Infrared Countermeasure Pods
  - 4.5. Other Types
- 5. EO/IR pod market analysis & forecast**
  - 5.1. EO/IR Navigation & Targeting Pod Market Overview
    - 5.1.1. Technology Trends
    - 5.1.2. Damping Factors
    - 5.1.3. New Product Developments
  - 5.2. Market Forecast
    - 5.2.1. Global Market Size
    - 5.2.2. Market Analysis by Sales Channel
  - 5.3. Summary of the EO/IR Pod Market
- 6. Electronic Warfare/Electronic Attack Pod Market**
  - 6.1. Market Overview
    - 6.1.1. Technology Trends
    - 6.1.2. Damping Factors
    - 6.1.3. New Product Developments
  - 6.2. Market Forecast
    - 6.2.1. Global Market Size
    - 6.2.2. Market Analysis by Sales Channel
  - 6.3. EW Pod Market Summary
- 7. Optical & Radar-Based Reconnaissance Pod Market**
  - 7.1. Market Overview
    - 7.1.1. Technology & Usage Trends
    - 7.1.2. Threats & Damping Factors
    - 7.1.3. New Product Developments

- 7.2. Market Forecast
  - 7.2.1. Global Market Size
  - 7.2.2. Market Analysis
- 7.3. Reconnaissance Pod Market Summary

## **8. Infrared Countermeasure Pods**

- 8.1. Market Overview
  - 8.1.1. Technology & Usage Trends
  - 8.1.2. Threats & Damping Factors
  - 8.1.3. New Developments
- 8.2. Market Forecast
  - 8.2.1. Global Market
  - 8.2.2. Market Analysis & Forecast by Region
- 8.3. End-Item Manufacturers & Integrators
- 8.4. Market Summary

## **9. Other Types**

- 9.1. Communication Pods
- 9.2. Cyber Warfare Pods
- 9.3. Offensive Laser Pods
- 9.4. Dedicated ELINT Pods
- 9.5. New Developments
- 9.6. Market Forecast

## **10. Country analysis**

*Profiles of 49 countries*

## **11. Combat Aircraft synopses**

*Profiles of 21 aircraft*

## **12. Pod manufacturers & end-item integrators**

*Profiles of 17 integrators*

## **13. APPENDIX A - EO/IR Pod Product Summaries**

## **14. APPENDIX B - Electronic Warfare/Electronic Attack Pod Product Summaries**

## **15. APPENDIX C - Reconnaissance Pod Product Summaries**

## **16. APPENDIX D - Infrared countermeasure pods summaries**

## **17. APPENDIX E – OTHER POD TYPES**

## **18. Counterpoint Market Intelligence Limited terms of business**

## WHY COUNTERPOINT?

Counterpoint Market Intelligence Limited was formed by George Burton and Richard Apps in 2004 to offer original, independent and rigorous research into aerospace markets. Between them, George and Richard have over 40 years of experience in senior positions in aerostructures, engine components, and aerospace equipment.

Counterpoint now has an international business, with 80% of sales outside the UK. Sales of research reports have led to consultancy projects. Two thirds of sales are to the aerospace industry – aircraft and engine prime contractors and first and second tier suppliers. Other clients are private equity funds, investment banks and government organisations.

In addition to this report the following reports are available from Counterpoint Market Intelligence Limited:

- Aerostructures 2016
- Aero-engine and IGT components 2016
- Aircraft interiors 2015
- Aerospace actuation 2015
- Tooling for aerostructures 2014
- Mini reports;
  - Environmental control systems 2015
  - Engine controls and fuel systems 2015
  - Aerospace ball screws 2015
  - Aerospace valves 2015
  - Aircraft fluid conveyance 2015
  - Aircraft harnesses and electrical standard parts 2015
  - Stuffing for airframes 2015

Counterpoint Market Intelligence Limited also undertakes client consultancy studies in areas including the following:

- Deep-dive market analysis
- Evaluation of the strategic positioning of businesses
- Market and strategy-related due diligence for M&A
- Acquisitions search

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