



Creating the Equation for Growth

# **Growth Opportunity in Global UAV Market**

**Lucintel Brief**

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**Lucintel**

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## Executive Summary

- UAS (Unmanned Aircraft Systems) are an emerging sector of the aerospace industry with great opportunity and market demand that can be leveraged to high profitability in the near future
  - UAS market includes all unmanned vehicles such as UAVs, blimps and zeppelins
  - Approximately 70% of global growth and market share is in the US
- Unmanned Aerial Vehicles (UAVs) are the most predominant segment of the UAS market
  - UAV expenditures reached more than US\$ 3 billion and constituted a growth of more than 12% in 2010
  - Half of the expenditures on UAVs are dedicated for Research and Development activities
  - UAV manufacturers remain fairly concentrated in the US; Israel is another major location
- Increase in awareness and mission capabilities of UAVs are driving innovations and new applications
- There will be significant growth in UCAVs driven by low cost and its capability in undertaking high threat task.
- US Air Force contemplates “All – UAV Future” thus opening significant opportunities for UAVs.
- UAVs are opening up many new opportunities from pilots for UAVs to electronics, sensors and camera.
- Defense spending is growing more towards unmanned aircraft rather than manned aircraft.



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# Overview: UAVs, Blimps, Zeppelins

## UAV

- Unmanned Aerial Vehicles (UAVs) are remotely piloted or self-piloted aircraft that can carry cameras, sensors, communications equipment or other payloads
- UAVs are smaller than manned aircraft and therefore more easily and more cost-effectively stored and transported
- UAVs make significant contributions to the fighting capability of operational war forces

## Blimps

- A blimp (technically called a “pressure airship”) is a powered, steerable, lighter-than-air vehicle
- A blimp has no rigid internal structure; if a blimp deflates, it loses its shape
- Blimps are simply shaped balloons with fins and an engine
- Blimps are best known today for their role as advertising and promotional vehicles.
- Blimps’ primary military use is for anti-submarine and reconnaissance roles

## Zeppelins

- Zeppelins are rigid or semi-rigid airship
- Zeppelins have rigid metal skeleton, making them suitable for longer trips in a wider variety of weather conditions (which also makes them expensive)
- Zeppelins were used for passenger transport as well as for military purposes; after World War I, zeppelins were extensively used as bombers and scouts



# Overview: UAS (Unmanned Aircraft Systems) Applications

Segments		UAV	Blimps	Zeppelins
Civil	Natural Disasters			
	Humanitarian Relief			
Commercial	Environment			
	Weather & Strom tracking			
	Advertisement			
Military/ Security	Defense			
Science	Wireless Communications			
	Precision Agriculture			
	Cargo Transport			

## Key Insight

### UAVs

- Challenging in dangerous environment
- Expensive relative to blimps

### Blimps

- Low-tech and relatively low cost component

### Zeppelins

- Equipped with powerful engines and capable to lift heavier loads

Key Scale	Participation
	High
	Medium to High
	Medium
	Low
	Least



# Relative threat of Blimps/Zeppelins to established UAV applications

Segments	Applications	Strength of UAV	Strength of Blimps/Zeppelins	Conclusion for market potential of Blimps/Zeppelins
<b>Civil</b>	Natural Disasters/ Humanitarian Relief	<ul style="list-style-type: none"> <li>Data captured from disasters or crises area</li> </ul>	<ul style="list-style-type: none"> <li>Sky lifters support combat operations</li> </ul>	Practice of Blimps/Zeppelins are high
<b>Commercial</b>	Environment/Weather & Storm tracking	<ul style="list-style-type: none"> <li>Outstanding for sensitive area such as hurricane</li> <li>Used for precise data collection</li> </ul>	<ul style="list-style-type: none"> <li>Excellent for constant access of data</li> <li>Low operating cost</li> </ul>	Usage of UAVs is positive but market share of Blimps/Zeppelins is high
	Advertisement	<ul style="list-style-type: none"> <li>UAVs are not used for advertisement activities</li> </ul>	<ul style="list-style-type: none"> <li>Highly active</li> <li>Low cost advertisement &amp; promotions</li> </ul>	Blimps/Zeppelins capture entire advertising market
<b>Military/ Security</b>	Defense	<ul style="list-style-type: none"> <li>Reconnaissance &amp; surveillance</li> <li>Missile capabilities</li> </ul>	<ul style="list-style-type: none"> <li>Low operating cost</li> <li>Keep eye on wide areas for very long periods of time</li> </ul>	UAVs capture very large share relative to Blimps/Zeppelins
<b>Science</b>	Wireless Communications	<ul style="list-style-type: none"> <li>Outstanding for sensitive areas</li> </ul>	<ul style="list-style-type: none"> <li>Excellent for constant access for high-speed data and voice communications</li> <li>Low operating cost</li> </ul>	Usage of Blimps/Zeppelins is positive but market share of UAV's is high
	Precision Agriculture/ Cargo Transport	<ul style="list-style-type: none"> <li>Used for precise data collection</li> </ul>	<ul style="list-style-type: none"> <li>Higher cargo capacity</li> <li>Capable to lift heavier loads</li> </ul>	Adoption of Blimps/Zeppelins is optimistic



# Overview: UAV Classes



## Unmanned Air Vehicle (UAV):

- Unpiloted aircraft
- Controlled from a remote location or automatically based on preprogrammed configuration
- Many applications for UAVs that range from reconnaissance to firefighting

## UAV Classes

Classes	UAV-Close Range (UAV-CR)	UAV-Short Range (UAV-SR)	UAV-Endurance (UAV-E)
Range	Approx. 50 Km	200 KM	More than 200 KM
Endurance	30 min – 2 hours	8 to 10 hours	Minimum 24 hours
Weight	2 – 10 lbs	< 10,000 lbs	< 229000 lbs
Speed	-	< 300 mph	< 454 mph
Altitude	<1000 ft	<50, 000 ft	< 65000 ft
Pay load	-	< 3800 lb	< 1,900lb
Cost	\$500 - \$ 1500	< 8,000,000	< \$ 123,000,000



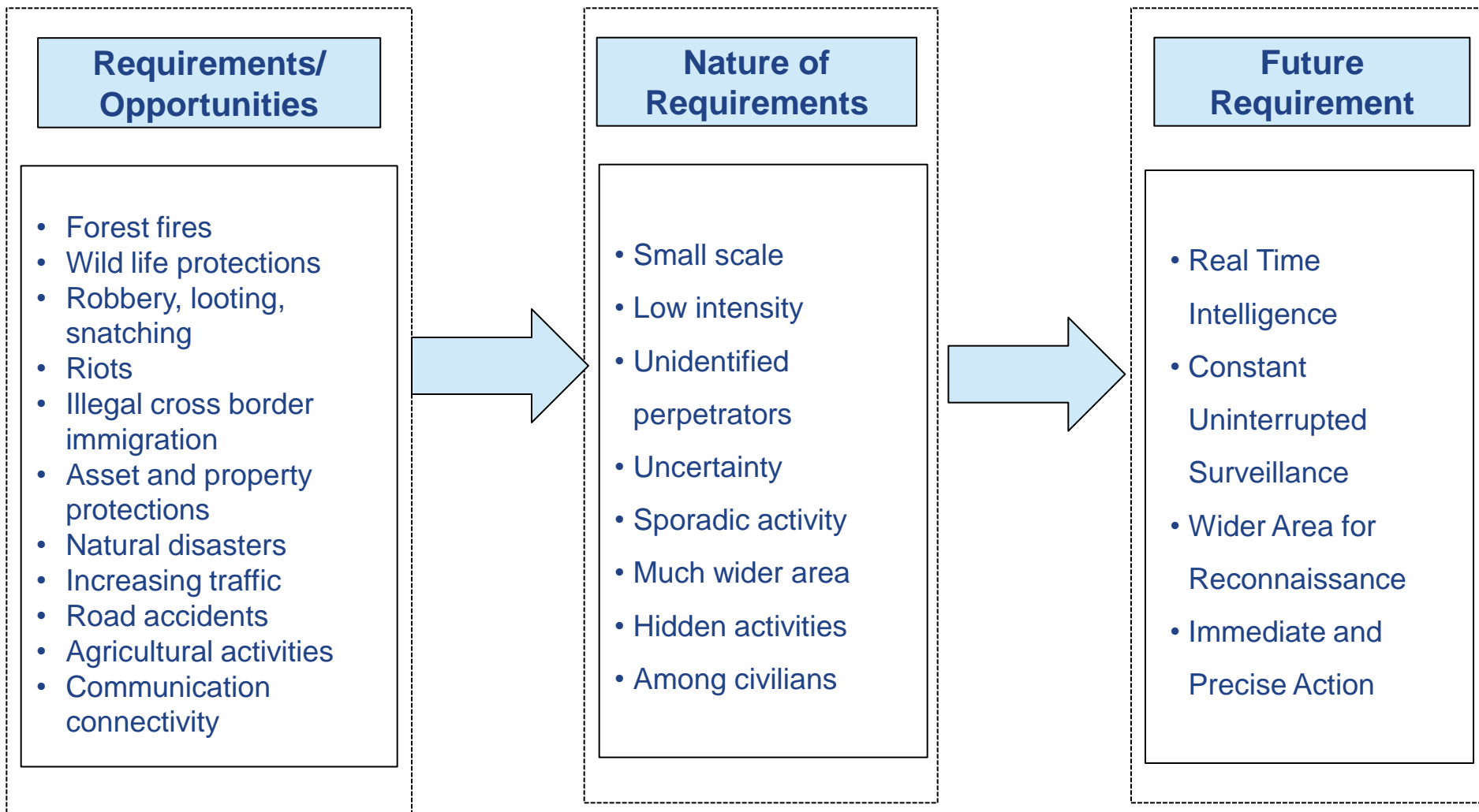


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# Opportunities in Civil and Commercial UAV market



# Opportunities in Defense UAV market

## Traditional wars

- Large Scale
- War at main points only
- Centralized
- Formal attack
- Defined territory of war
- Limited war field
- Away from civilians
- Declared war

## New War Challenges

- Small Scale
- Low intensity
- Decentralization
- No formal declaration of attack
- Undefined territory
- Larger territory of activities
- Among civilians
- Espionage & other hidden activities

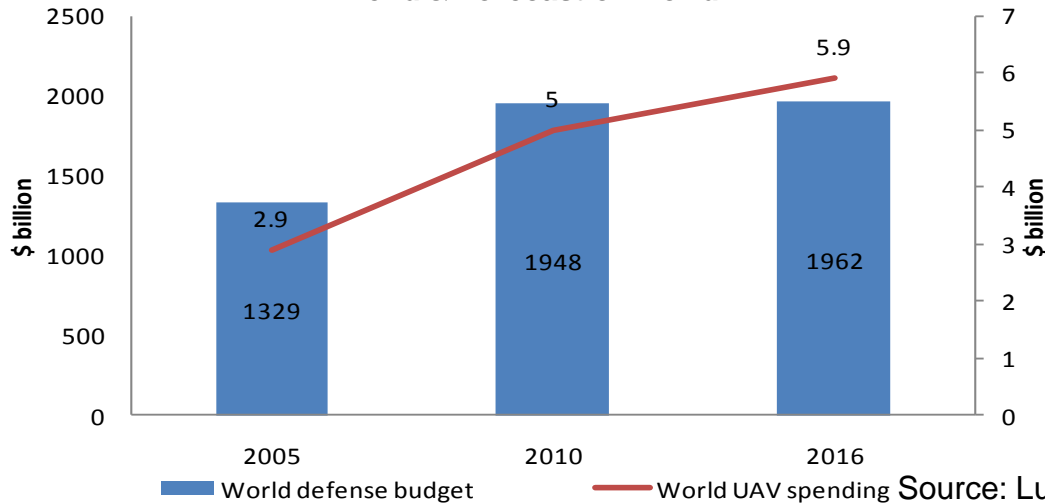
## Future Requirement

- Real Time Intelligence
- Constant Uninterrupted Surveillance
- Wider Area for Reconnaissance
- Immediate and Precise Action



# Trend & Forecast: Defense Budget & UAV Spending

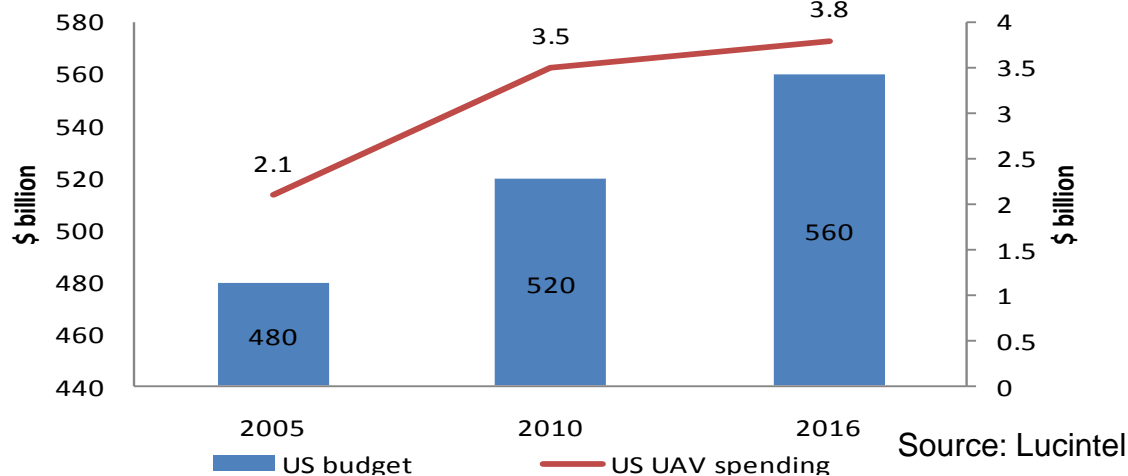
Trend & Forecast of World



## Key Insights

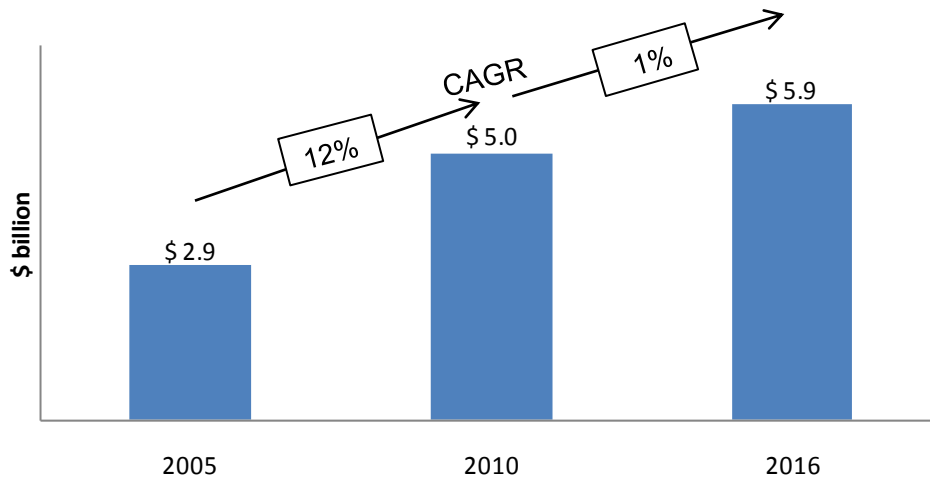
- Expected growth in world UAV market dominated by growth of US UAVs @ 2% in next 5 years
- UAV Market spending will increase from \$5 billion in 2010 to \$5.9 billion in 2016
- Approximately half of the expenditure of UAV market spent for procurement and another half spend for Research and Development activities
- US armed forces have considerably more success with strategic endurance UAVs than with tactical short-range UAVs

Trend & Forecast of US

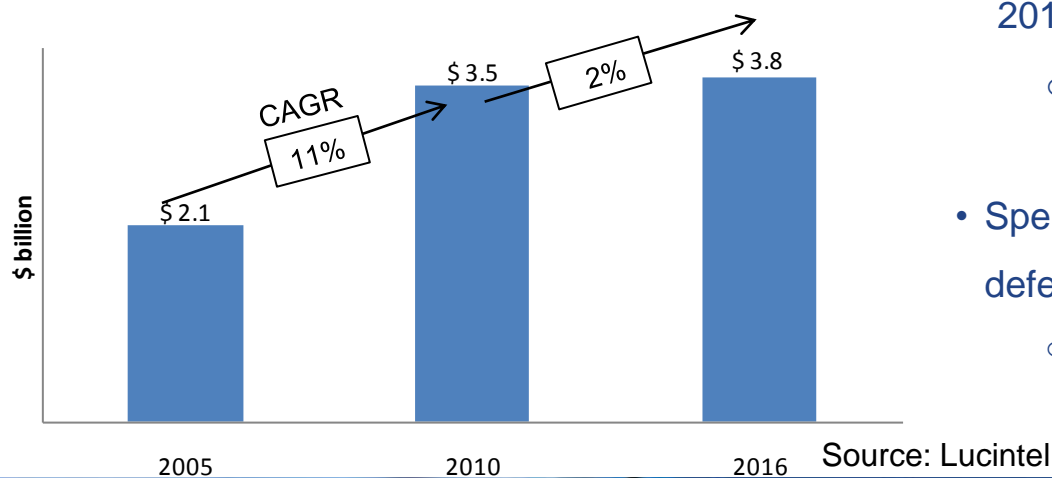


# Trend & Forecast of UAV Market

Worldwide UAV Spending in US \$ B



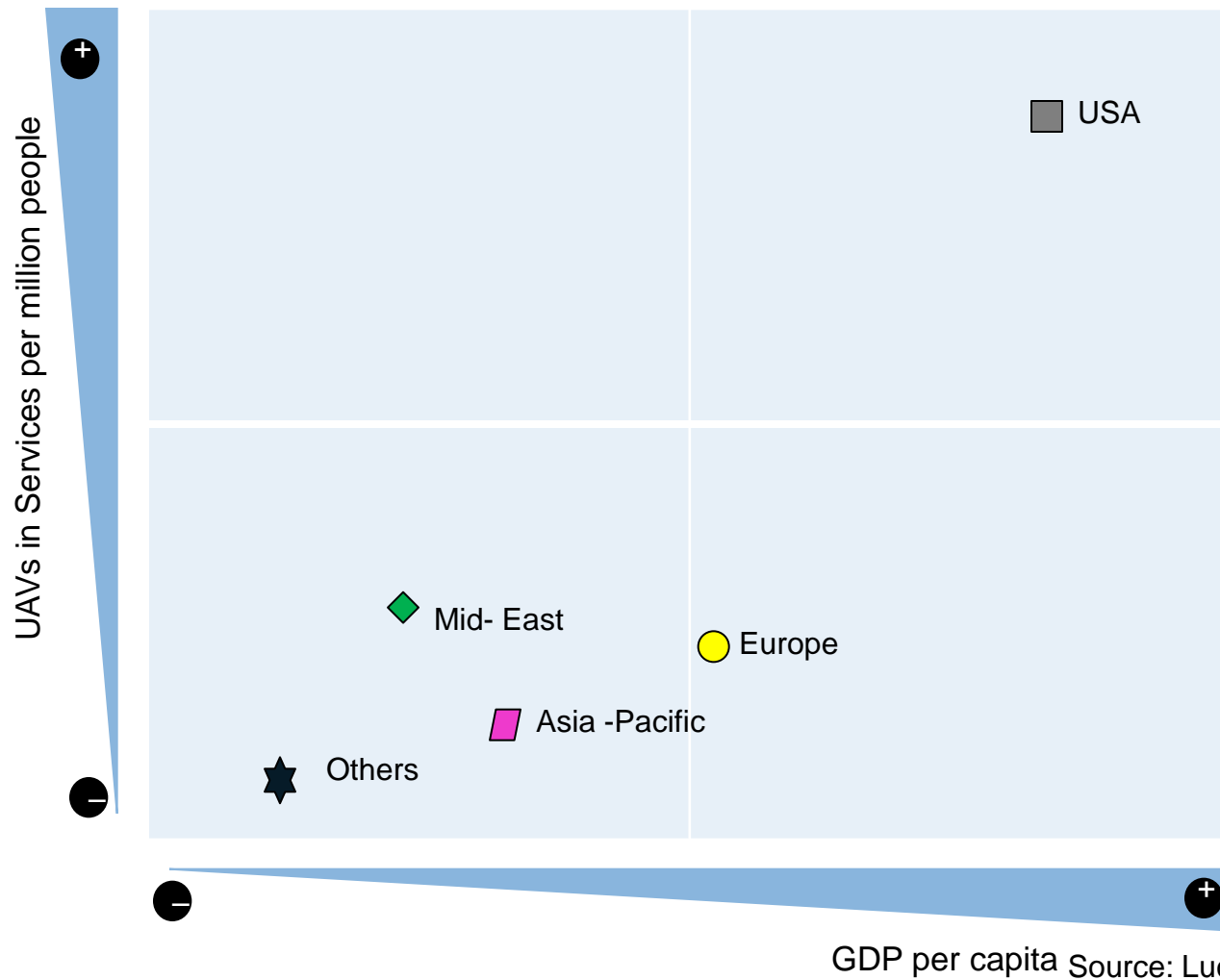
US UAV procurement in US \$ B



## Key Insight

- UAV spending across the globe has received increased attention after the terrorist attack on World Trade Center in 2001
  - US Department of Defense increased its funding for UAV programs significantly after the attack
- Increase in UAV budget during the years 2009 to 2011
  - Growth during the period comes from the USA and Europe
- Spending for UAVs tends to come primarily from defense budgets
  - U.S. share in 2008 in the UAV market is 60%, whereas the U.S. share in total worldwide defense spending is about 48% in 2008.

# Developing countries have significant potential in UAVs



## Key Insight

- The US is in the forefront of developing and deploying reconnaissance and strike UAVs
  - The US accounts for 73% of RDT&E spending & 59% of procurement
- France and Germany have set the pace for UAV deployment in Europe
- In Mid- East region Israel was the pioneer for many of the current tactical UAV efforts and major player in UAV sales to armed forces around the globe
- Asia-Pacific region has great potential in the coming years



# Relative market attractiveness of UAVs in different regions

Segments		USA	Europe	Mid East	Asia Pacific	Others
<b>Civil</b>	Natural Disasters/Humanitarian Relief	Medium	Low	Low	Low	Low
	Environment / Weather & Storm tracking	Medium	Low	Low	Low	Low
<b>Commercial</b>	Advertisement	Least	Least	Least	Least	Least
	Defense	High	Medium to High	Medium to High	Medium to High	Medium
<b>Military/ Security</b>	Wireless Communications	High	Medium to High	Medium to High	Medium to High	Medium
	Precision Agriculture/ Cargo Transport	Low	Low	Least	Least	Least
<b>Science</b>						



# Relative market attractiveness of UAS (Unmanned Ariel Systems)

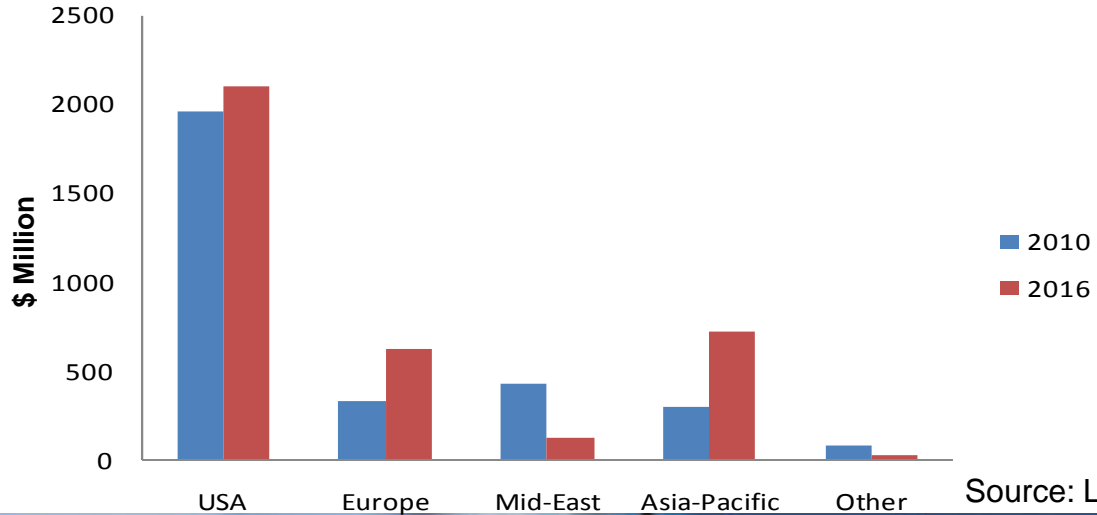
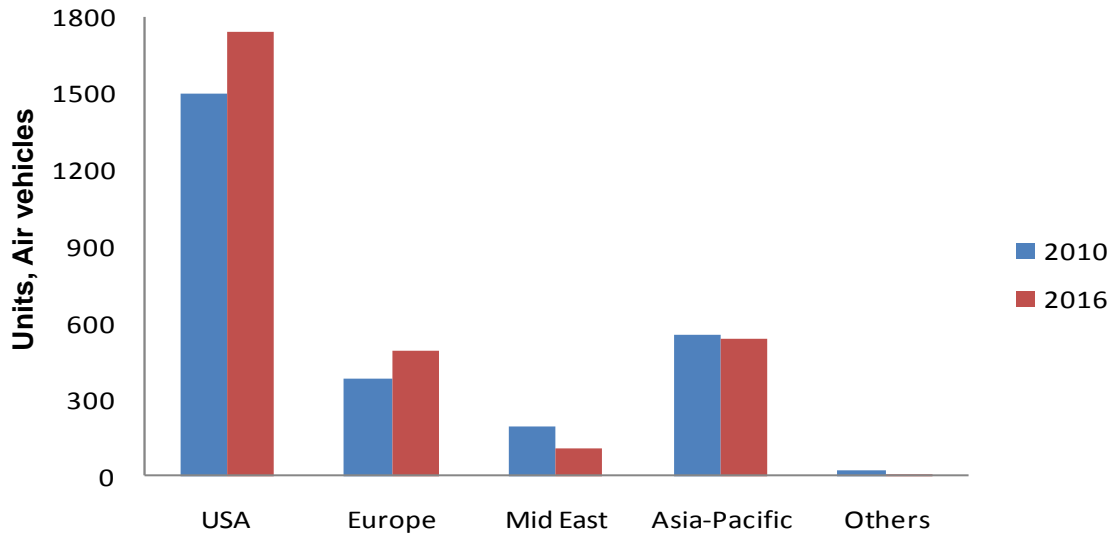
Parameters	UAV	Blimps	Zeppelins
Range			
Endurance			
Weight			
Speed			
Altitude			
Pay load			
Cost			
Overall market attractiveness			

High   
 Medium to High   
 Medium   
 Low to Medium   
 Low





# Investment in UAV's by major regions



Source: Lucintel

## Key Insight

- UAVs market shows positive growth in coming five years
- USA region accounts for largest market share of UAVs
- In terms of production, Europe shows the highest growth in UAVs
  - European development of dual-use systems for military and civilian applications, broadening market demand of UAVs
- In terms of value, the Asia-Pacific region shows highest growth in UAVs
  - Asian countries have increased actives in UAV development

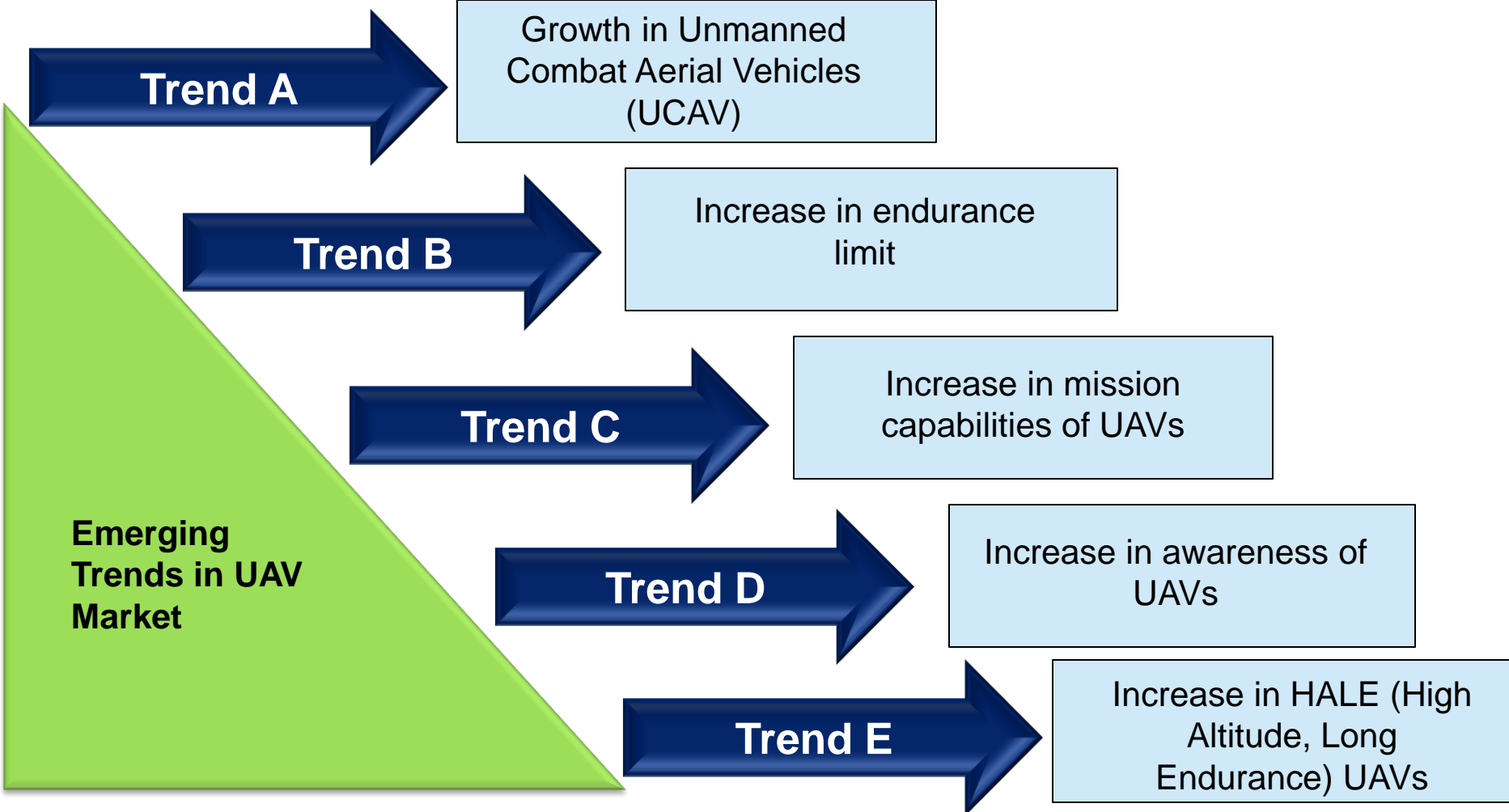


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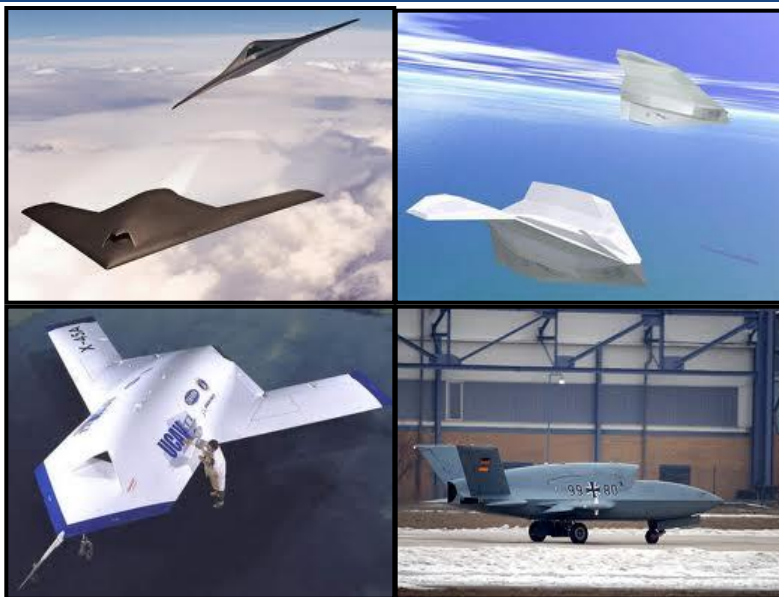
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# Emerging Trends in UAV Market



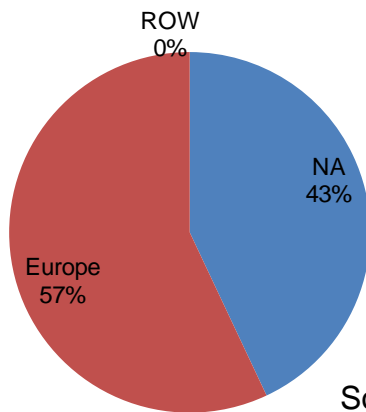
# Trend 1: Growth in Unmanned Combat Aerial Vehicles (UCAV)



## Key Insight

- UCAV is a new segment - products in UCAV segment are new and have a long way to go for further development
  - It is anticipated that a fully developed UCAV product will take another decade
- Global UCAV's market accounted for US \$105 M in 2010
  - Total opportunity of \$ 300 million with CAGR of 32% from 2011-2016
  - Prototypes are being developed in USA and Europe
  - Boeing (USAF (X-45)), Northrop Grumman (USN (X-47)), Alenia Aeronautica, BAE Systems and Dassault Aviation are major manufacturers of UCAV

Geographical distribution of UCAV manufacturers



Source: Lucintel

## Major UCAVs and its specifications

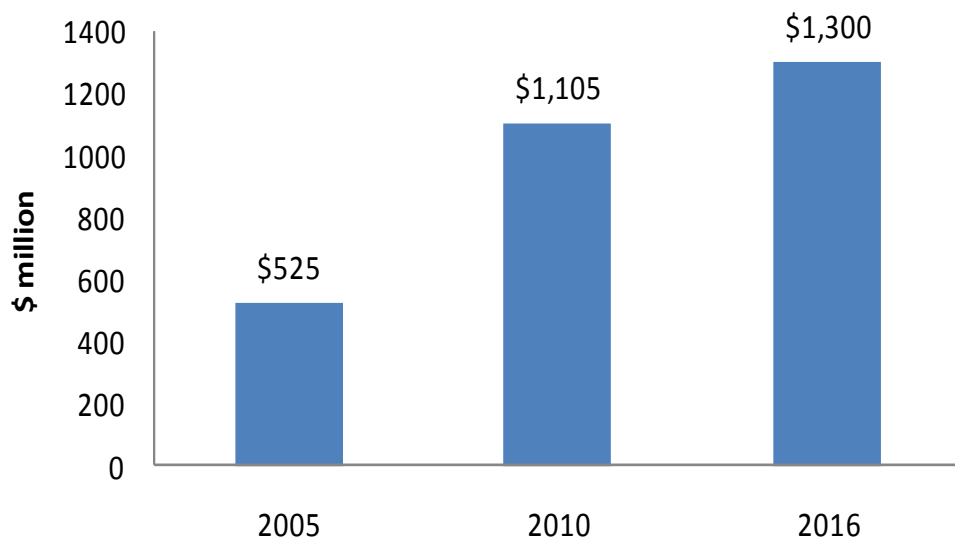
Name	Wingspan (m)	Length (m)	MTOM (kg)	Payload (kg)	Cruise Speed (kts)	Endurance (hrs)
Sky-X	5.8	7.8	1450	200	260	2
X-45C/D	14.94	11.89	16591	2046	530	7
nEUROn	12.5	9.3	6500	-	470	1
Taranis	11	11	6000	-	-	8
X47B	18	-	-	2045	460	-
Filur	2.5	2.17	55	-	190	0.33

## Trend 2: Increase in High Altitude Long Endurance (HALE) UAVs segment in near future

### Key Insight

- Global HALE UAVs is an attractive market with total opportunity of US \$1.1 Billion in 2010
  - It is accounted for 36% of the global UAV market
- Market growth was 16% (CAGR) during 2005-2010 and is expected to increase @ 9% CAGR from 2011-2016, to reach US \$ 1.3 Billion in 2016
- Northrop Grumman, Gulfstream Aerospace and Aerovironment are major manufacturer of HALE UAVs
- North America is highest HALE UAVs producing region followed by Europe with 75% and 25% of global HALE UAVs respectively

HALE UAVs Market: 2005-2016



Source: Lucintel

# Trends 3 & 4: Increase in awareness and mission capabilities of UAVs



Increase in awareness of novel use of UAVs

- UAVs used for civil and science purpose such as natural disasters, humanitarian relief, environment, weather & storm tracking
  - Data captured from disasters or crises areas
  - Outstanding for sensitive areas such as hurricanes
  - Used for precise data collection



UAVs can perform dangerous missions without risking human life

- Unmanned Aerial Vehicles (UAVs) are systems for intelligence, surveillance, and reconnaissance and weapon delivery
- They provide significant value in high-risk situations where the presence of a pilot in the aircraft is risky
- UAVs can be a smart and cost-effective complement to traditional manned aircraft



## Trend 5: Increase in endurance limit

### UAV Endurance

UAV	Flight time
QinetiQ Zephyr Solar Electric (2010)	336 hours 22 minutes
QinetiQ Zephyr Solar Electric (2008)	82 hours 37 minutes
Boeing Condor	58 hours, 11 minutes
QinetiQ Zephyr Solar Electric (2007)	54 hours
IAI Heron	52 hours
AC Propulsion Solar Electric	48 hours, 11 minutes
MQ-1 Predator	40 hours, 5 minutes
GNAT-750	40 hours
TAM-5	38 hours, 52 minutes
Aerosonde	38 hours, 48 minutes
TAI Anka	24 hours

### Key Insight

- In 1995, maximum loitering time was 24 hours. This grew to 36 hours in 2005 and reached more than 60 hours in 2010
- High Altitude Long Endurance (HALE) UAV provides a cost effective and persistent capability to collect and disseminate high quality data across wide areas
- Latest innovation: Solar powered UAVs have a demonstrated endurance of more than 300 hours

### UAV Classes

Classes	Endurance
UAV-Close Range (UAV-CR)	30 min – 2 hours
UAV-Short Range (UAV-SR)	8 to 10 hours
UAV-Endurance (UAV-E)	Minimum 24 hours



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# Conclusions

- The total UAV opportunity is expected to surpass US \$7 billion over the next 10 years, driven by increasing UAV demand and UAV procurement
- Increase in demand is expected in the HALE segment of UAV market
- Degree of technical change will be very high in the UAS market in the coming years
  - Latest innovation: Solar powered UAV have endurance of more than 300 hours
- UAVs are in development for a number of future roles that could greatly expand their numbers
  - Military uses will include the delivery of food, medicine and other supplies for troops
  - Short or vertical-takeoff & landing UAVs will prove useful in humanitarian aid missions
- North America continues to be leading global UAV market with ~ 60%-70% followed by Asia Pacific and Europe with 20% and 16% respectively
- There has been a significant increase in demand for UAVs from emerging countries, currently used in more than 50 countries
- A substantial increase of new entrants in the UAV supply chain will occur over the next decade
- UAS market is opening up many new opportunities from UAV pilots to electronics and cameras.



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## About Lucintel

- Lucintel is the leading global management consulting & market research firm.
- Lucintel creates your equation for growth and is committed to actionable results that deliver significant value and long term growth to our clients.
- Lucintel has been creating measurable value for over 10 years and for more than 1000 clients in 70 + countries worldwide.
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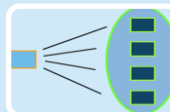
## Consulting



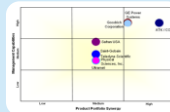
**Growth and Strategic Consulting**



**Benchmarking**



**Opportunity Screening**



**Partner Search and Evaluation**

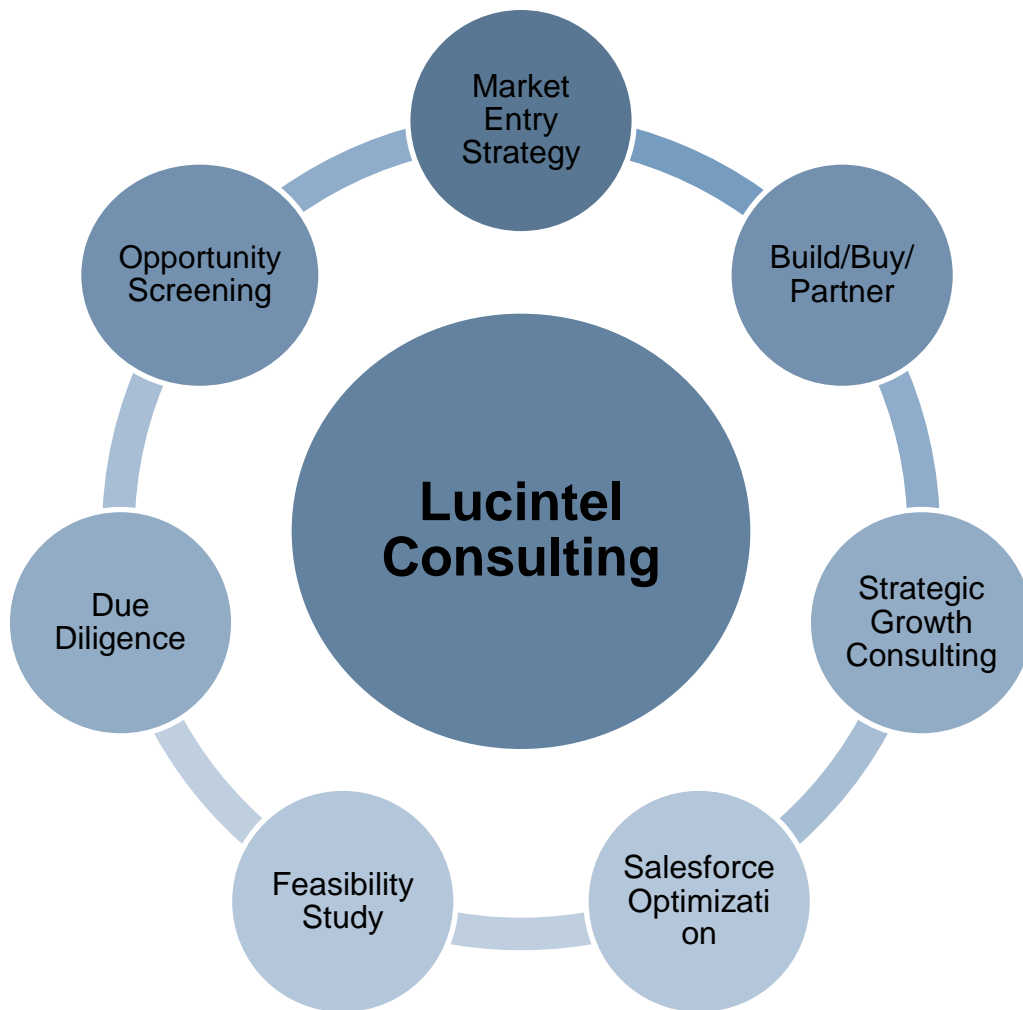


**Due Diligence and M&A**



**Market Entry Strategy**

# Lucintel has an extensive toolkit to address key strategic questions for increasing your company's profitability and market presence



## Key Questions

- **Is market space / opportunity of current product offerings sufficiently robust?**
- **Markets are focus for many: how can my company profitably differentiate?**
- **Based on our core skills, where should we focus?**
- **Should we build or buy? Is build even an option?**
- **What game changer actions exist and/or is a more incremental approach best?**
- **What is the order sequence of market entry segments / products?**

# Clients around the world value our services



Creating the Equation for Growth



## Reach Lucintel

For your business requirements and cutting edge consulting solutions, contact Lucintel at [helpdesk@Lucintel.com](mailto:helpdesk@Lucintel.com) or Tel. +1-972-636-5056 or call one of the following.

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