

**WinterGreen Research, INC.**

**Drone Launchers: Market Shares, Strategies, and Forecasts,  
Worldwide, 2015 to 2021**

**Launchers Provide Drone Thrust Capability**



Torrie The Cat in the Tulips

Picture by Susan Eustis

**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

REPORT # SH26216917

393 PAGES

150 TABLES AND FIGURES

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**CHECK OUT THESE KEY TOPICS**

**Launchers Liftoff Drones Without An Airfield**

Drones  
Drone Launchers  
Launchers  
UAS launchers  
Unmanned Aerial Systems  
UAS  
Aerial Surveillance  
Unmanned Aircraft

High Speed Jet Unmanned  
Aircraft  
Helicopter Unmanned Aircraft  
Homeland Security UAS  
Agriculture Mapping UAS  
Traffic Monitoring UAS  
Corridor Mapping UAS  
Military Role Of Unmanned  
Aircraft Systems

UAS Funding By U.S.  
Department Of Defense (DOD)  
Chinese Unmanned Aircraft  
(UAS) Launchers  
Western Defense  
UAS Offices at FAA

**Drone Launchers Revolutionize Unmanned Aircraft Take-off and Landing**

**Drone Launchers: Market Shares, Strategies, and Forecasts, Worldwide, 2015-2021**

LEXINGTON, Massachusetts (March 2, 2015) – WinterGreen Research announces that it has published a new study Drone Launchers: Market Shares, Strategy, and Forecasts, Worldwide, 2015 to 2021. The 2015 study has 393 pages, 150 tables and figures. Worldwide markets are poised to achieve significant growth as the drones market increases, bringing the need for launchers that do not use an airfield to get the aircraft airborne. Launchers provide a way to automate surveillance of wide areas and implement strategic military missions that strike at terrorists without injuring civilians.

Launchers for Unmanned Aerial Vehicles (UAVs) are portable devices that support remote placement of ways to launch self-piloted aircraft. These drone UAS aircraft can carry cameras, sensors, communications equipment or other payloads. UAVs are smaller than manned aircraft. They are cost-effectively stored and transported creating the need for portable launchers. The UAS do not need an airfield to take off, creating significant UAVs make significant contributions to the fighting capability of operational war forces.

Launchers are core to drone implementation. The variety of launchers is stunning, but the list of market participants is bound to get shorter as some systems prove themselves superior in the field.

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The designs developed by engineering staff are strong, sturdy, and capable of operating in the most severe environmental conditions. Modular designs create the capacity for interchangeable functions on the same launcher. Modular systems support component replacement instead of complete overhaul.

Launcher use by regular people depends on ease of use. These people may be unfamiliar with how to use the launcher. Units are user-friendly. In-the-field serviceability is a necessity because the unmanned systems may be located anywhere. The value of the systems is that they are flexible and easily sent off in the place where there is trouble, where they are needed. In this instance, quick re-configuration is a necessity.

They provide extensive experience in weight management, RFI problem solving, range maximization and optimization of system performance, and integration of airframe, avionics and payloads. The aim is to design launchers for UAVs/UATs of any geometric configuration and exit velocity.

According to Susan Eustis, lead author of the team that prepared the study, "Low-cost, long-endurance autonomous unmanned vehicles represent one aspect of miniature robotic aircraft. Systems integration, communications capability and payload technologies are slated to support market growth going forward. Market growth comes because as the defense budgets of the industrialized nations will fund the technology for launchers in order to create good enough surveillance and strike capacity. These capabilities are core in a world dominated by globally integrated enterprises. "

Markets at \$151 million in 2014 are anticipated to reach \$1.2 billion by 2021. Launchers frequently are used by someone who is unfamiliar with them, it is important that they be user-friendly. There are a range of different types of launchers, field mobile frame devices, submarine devices, ship deck devices, and truck bed launchers. All these will see growth of varying degree.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, electronics.ca, and Thompson Financial. WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises.

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Key Words: Launchers, UAS launchers Unmanned Aerial Systems, UAS, Drones, Drone Launchers, Aerial Surveillance Unmanned Aircraft, High Speed Jet Unmanned Aircraft, Helicopter Unmanned Aircraft, Homeland Security UAS, Agriculture Mapping UAS, Traffic Monitoring UAS, Corridor Mapping UAS, Military Role Of Unmanned Aircraft Systems, UAS Funding By U.S. Department Of Defense (DOD), Chinese Unmanned Aircraft (UAS), Western Defense, UAS Offices at FAA

## Companies Profiled

### Market Leaders

Northrop Grumman  
Textron / AAI  
Raytheon

BAE Systems  
Lockheed Martin  
Boeing / Insitu

### Other Selected Market Participants

Arcturus UAV  
Aries Ingenieria y Sistemas  
Royal Navy's Type 45  
Sampson Radars  
Canadian Centre for  
Unmanned Vehicle Systems  
Hood Tech Mechanical

Ilmor Engineering  
NASA  
Robonic UAV Launching  
Systems  
Sea Corp  
Tasuma  
UAV Factory

UAVSI  
VTI  
Zodiac Aerospace

## Drone Launchers: Market Shares, Strategies, and Forecasts, Worldwide, 2015 to 2021

### Report Methodology

This is the 621st report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priorities in topic selection.

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The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments.

Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. These projections are based on a combination of a

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consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective. The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

### YOU MUST HAVE THIS STUDY

## Drone Launchers: Market Shares, Strategies, and Forecasts, Worldwide, 2015-2021

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## **ABOUT THE COMPANY**

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

### **About The Principal Authors**

**Ellen T. Curtiss**, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets, the top ten internet equipment companies, the top ten contract manufacturing companies, and the Top Ten Telecommunications market analysis and forecasts.

**Susan Eustis**, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Stationary Fuel Cell Market, Portable Fuel Cell Market, Solar Technology Market, Thin Film Battery, Wind Energy, Regional Bell Operating Companies' marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, Services Oriented Architecture (SOA), Business Process Management, Application Server, Rare Earth Elements, and Application Integration markets. Ms. Eustis is a graduate of Barnard College.

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