



ROTORTRADE

2024 2025
**GLOBAL HELICOPTER
MARKET REPORT**

High Demand vs. Fleet Shortages:
Can the Industry Keep Up?

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Executive Summary | Philippe Lubrano



The global helicopter market in 2025 will carry over the profound transformation registered last year, driven by a set of forces to watch: geopolitical tensions, unmatched technological changes, imperatives on sustainability, and changing regional opportunities. Rotortrade's growth strategy to leverage this ever-shifting market has been:

- Establishing a strong presence in key markets like the U.S., Europe, and Africa.
- Expanding Maintenance, Repair, and Overhaul (MRO) facilities to meet growing demand.
- Leveraging partnerships to enhance supply chain resilience.

Company CEO Philippe Lubrano discusses his outlook for the coming year, which is underpinned by industry data by market intelligence companies and trends from the leading manufacturers in the global helicopter market. The company projects a revenue of \$260 million in 2025, reflecting steady growth driven by strategic market positioning and increasing demand.





2024 Helicopter Data & Trends



2024 Helicopter | Data & Trends



The following data provides a summary of 2024-2025 helicopter market trends derived from data presented by JETNET, a prominent aviation market intelligence company.

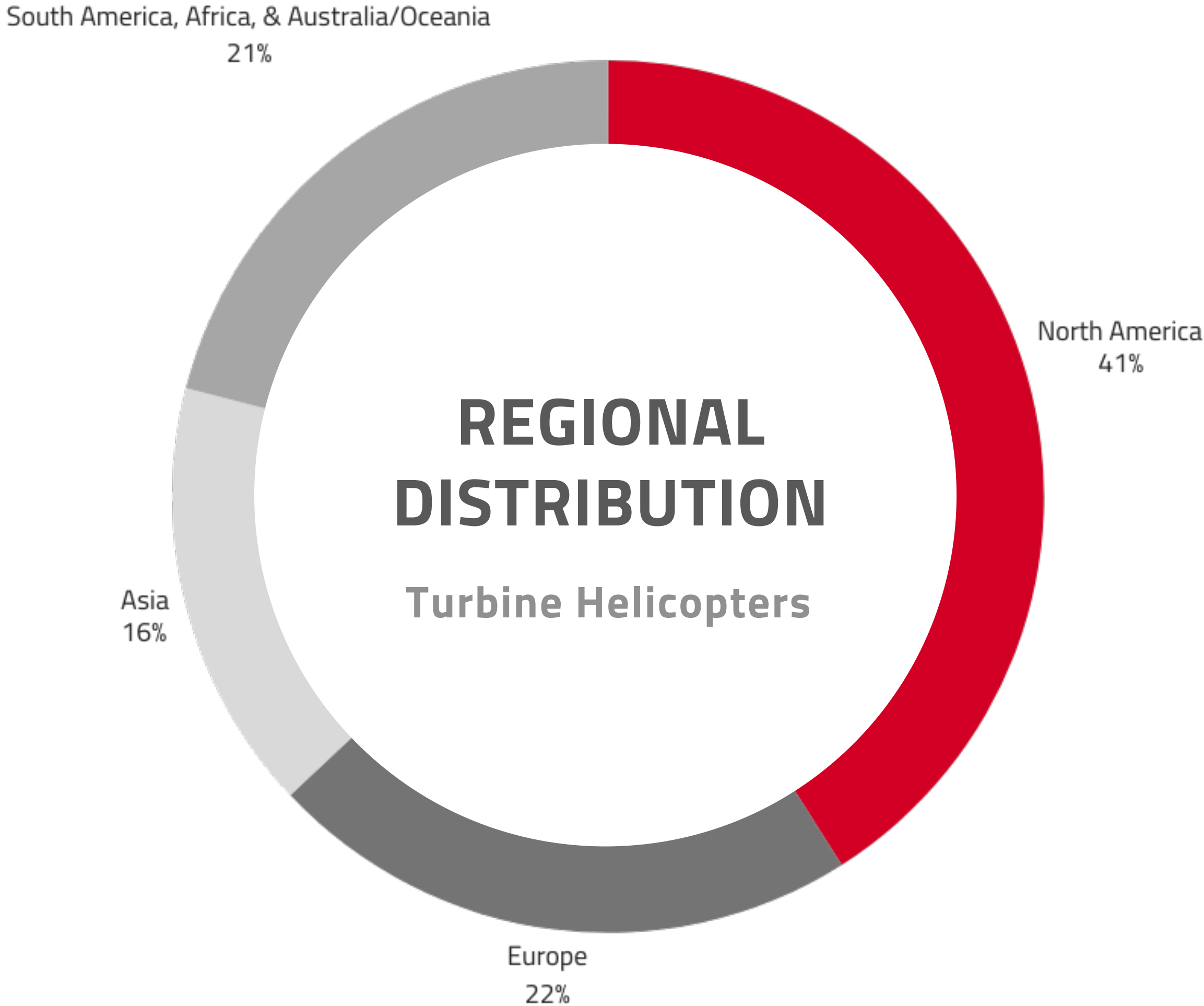
The data encompasses the operational fleet of turbine and piston helicopters by manufacturer, model, and geographical distribution.

This summary focuses on general trends, regional markets, and key players influencing the sector.

Data source: 2024 2025

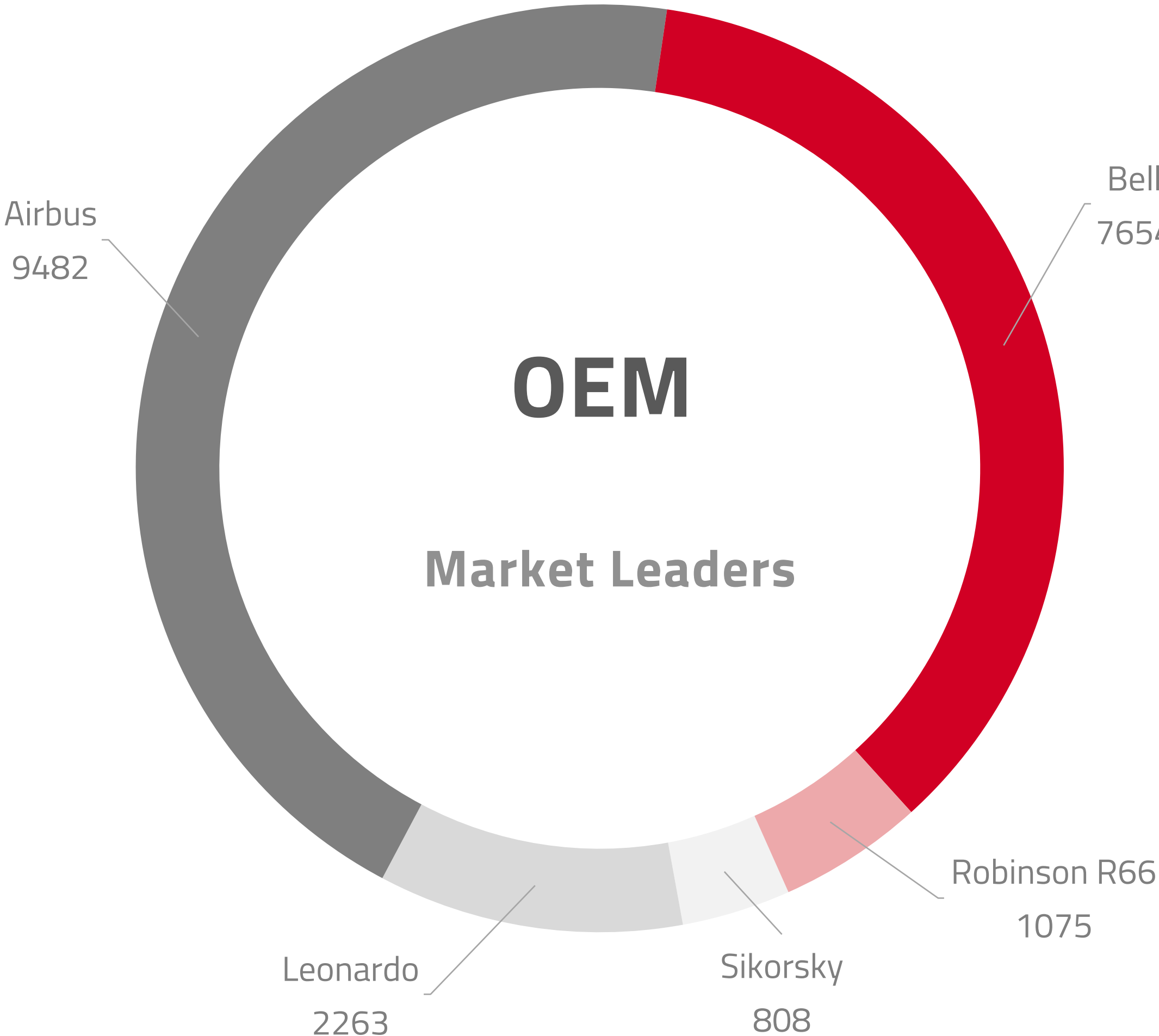


Turbine Helicopters Trends | Regional Distribution



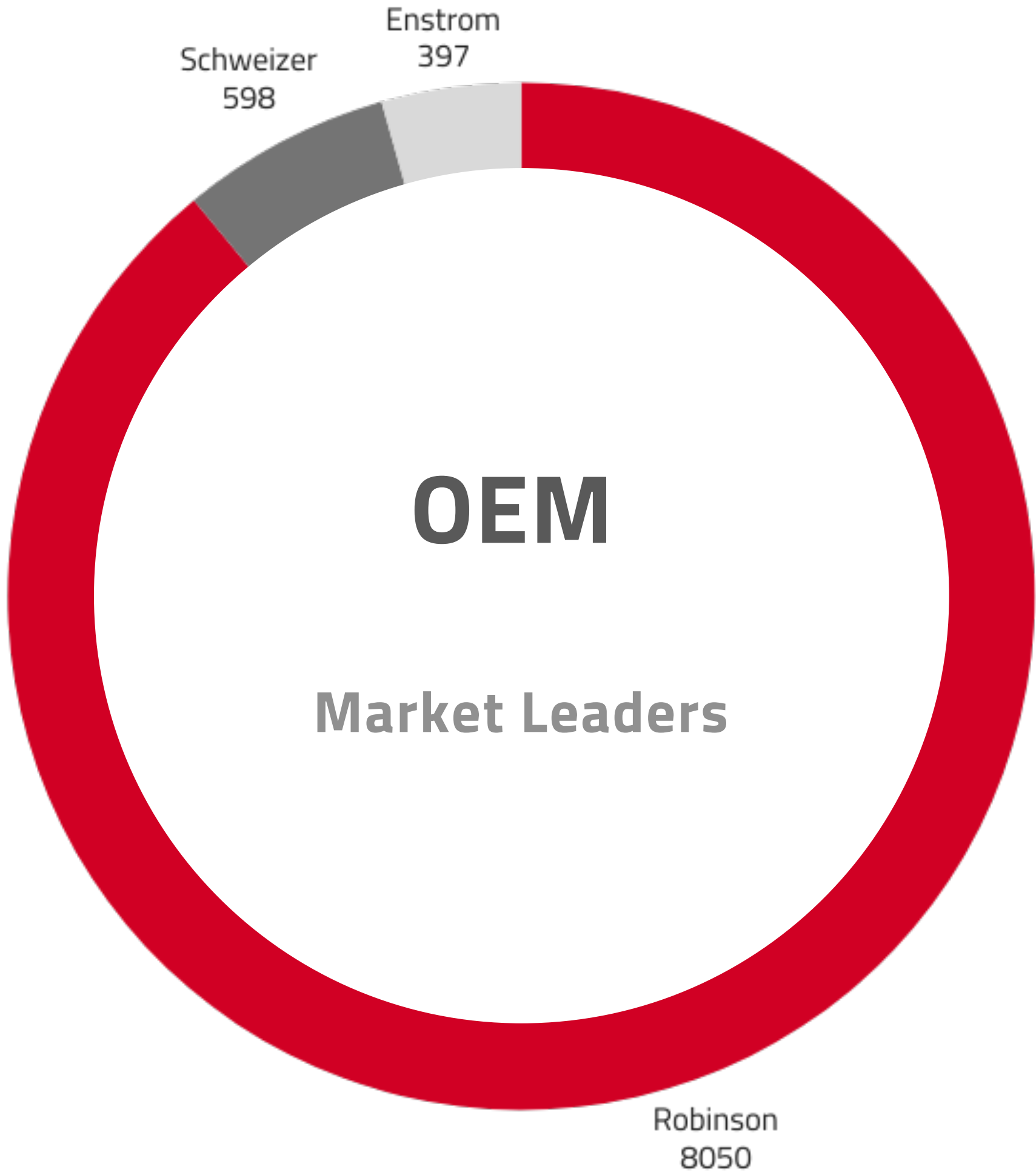
- **North America and Europe:** Continue to dominate in fleet size, largely driven by civil, corporate, and EMS (Emergency Medical Services) operations.
- **Asia:** Rapid expansion due to increased use in transportation, emergency services, and offshore operations.
- **South America and Africa:** Emerging markets with increasing helicopter presence, mainly for resource extraction, firefighting, and transport.

Turbine Helicopters Trends | Market Leaders



- **Bell (7,654 helicopters):** Market leader, especially in North America and Asia.
- **Airbus (9,482 helicopters):** Dominating the market with a strong position in Europe, Asia, and North America, and holding a high percentage of the world’s helicopter fleet.
- **Leonardo (2,263 helicopters):** Major player in Europe and Asia.
- **Sikorsky (808 helicopters):** Specialized in larger models like the S-76 and S-92A.
- **Robinson R66 (1,075 helicopters):** A significant number for a light turbine helicopter.

Piston Helicopters Trends | Market Leaders



- **Robinson (8,050 helicopters):** Absolute leader in the piston market, with the R44 Raven II being the most popular model (3,693 units).
- **Schweizer (598 helicopters):** Mainly used in flight training.
- **Enstrom (397 helicopters):** Niche market player with a stable presence.

Piston Helicopters Trends | Regional Distribution

- **North America:** Largest market with 3,592 units (40% of total).
- **Europe (1,860) and Asia (780):** Key growth regions.
- **Australia/Oceania and South America:** Increasing adoption for training and private use.



Piston Helicopters Trends | Market Dynamics

- **Robinson's dominance:** The R44 and R22 series continue to be the most widely used piston helicopters worldwide.
- **Training and Private Use Growth:** Flight schools, law enforcement, and personal ownership are key drivers.
- **North America and Europe:** Leading in fleet size due to pilot training demand and personal aircraft use.





Helicopter Shortage 2025



Helicopter Shortage in 2025 | Can the Industry Keep Up?

The supply gap in the global helicopter market is widening. According to Lubrano, the cause is limited OEM production capacities, ongoing supply chain challenges, and cautious production strategies, which are legacies of past market fluctuations.

“The industry is suffering from a reducing global fleet versus aggregated demand between civil, emergency, and defence,” says Lubrano. “This is the ideal scenario of the pre-owned market,” notes Lubrano.

Geopolitical Tensions

Geopolitical tensions and increasing military budgets.

Natural Emergencies

Natural emergencies – wildfires, floods, and generally disaster response requirements.

Helicopter Demand

Helicopter demand is rising in emerging offshore energy, EMS, and VIP transport.

Major Roadblocks to Industry Growth | 2025

Human Resources



The industry faces a global shortage of qualified pilots and technicians, which has created bottlenecks in helicopter operations, maintenance, and overall fleet readiness. Addressing these is crucial for sustaining growth amid rising demand.

Availability of Parts



Spare parts remain scarce, and many helicopters are grounded for extended periods due to disrupted supplies. Bloomberg Intelligence reports, “Supply-chain problems persist, with production increases constrained by logistics bottlenecks – a reason for more agile logistics and strategic partnerships that ensure parts availability to minimize operational downtime.”

Financial Ecosystem Support



Financing plays a pivotal role in maintaining transaction flow and fostering market confidence. Without robust financial backing, the industry risks stagnation. Innovative financing solutions and trust-building measures are essential to revitalizing the ecosystem.

Drivers of Demand | 2025

Geopolitical Tensions and Natural Emergencies



Geopolitical conflicts and natural disasters are considered major drivers of helicopter demand. Bloomberg Intelligence points to increased military spending, especially in Europe, driven by the conflict in Ukraine. Helicopters also play a critical role in disaster response, search-and-rescue missions, and humanitarian aid, ensuring continued demand from the government and para-public sectors.

Aging Fleet and Pricing Dynamics



The global helicopter fleet is reaching the end of its lifecycle, with an average age of over 40 years. Bloomberg Intelligence says that owing to high oil prices and operational imperatives, there is strong demand for offshore-support helicopters, especially twin-engine helicopters. However, some pricing issues persist. High purchase prices and the inability to sell older aircraft have been factors affecting purchasing decisions and market trends.



Market Outlook 2024 2029



Market Outlook | 2024–2029



Strong Demand

The helicopter market is set for strong growth through 2029, driven by rising EMS, offshore energy, and military demand. However, persistent supply chain bottlenecks and workforce shortages could slow fleet expansion unless OEMs and industry players invest in new production strategies and talent acquisition.

Sustainability

Sustainability is shifting from a 'concern' to a regulatory imperative. Government and corporate buyers are prioritizing SAF (Sustainable Aviation Fuel) adoption, hybrid-electric technologies, and emissions reduction strategies, creating new investment opportunities in green aviation.

There is an upside in revenue and margin, says Bloomberg Intelligence, as the take-up of Sustainable Aviation Fuel (SAF) continues to grow, especially in sectors such as offshore energy and defence. SAF holds much promise to lower carbon footprints, but it will indeed take some effort by all in the industry.

Regional Outlook | 2024-2029

North America and Europe: These markets have remained at the core of helicopter operations worldwide, with consistent commercial and para-public demand. Rotortrade continues to fortify its presence in these territories through focused initiatives. According to Bloomberg Intelligence, Airbus and Leonardo are well-positioned, with their books up 23% and 28%, respectively.

Middle East: The Next Powerhouse: Saudi Arabia's Vision 2030 aviation plan considers the Middle East a key growth market. Hosting the 2034 FIFA World Cup in the Kingdom is likely to further drive demand for helicopters.

Africa: Africa will contribute a significant portion of Rotortrade's revenues. In 2024, 35% of the company's business came from the region. The market is looking better, with local operators' growing professionalism and infrastructure investments in the top economies.

Latin America: Driven by Brazil and its military sector, Latin America remains a rising helicopter market. Improvement in economic fortunes and the increased use of helicopters for commercial and military purposes are driving demand.

Advanced Air Mobility | AAM



AAM Outlook

The Advanced Air Mobility (AAM) sector experienced a rollercoaster year in 2024. Most prominently, China's EHang continued to make significant progress, while some European Original Equipment Manufacturers (OEMs) faltered, leading to high-profile insolvency notices.

Through January of 2025, Cirium Aviation Analytics has counted order commitments from 26 different eVTOL (electric Vertical Takeoff and Landing) OEMs for nearly 12,000 units. That suggests a hyper-competitive market in which consolidation appears inevitable as players position themselves for leadership in the civil sphere. Eve Air Mobility and Vertical Aerospace sit atop the leaders presently with 2,950 and 1,552 commitments each.

From October 2024 through January 2025, the eVTOL-UAM (Urban Air Mobility) market saw 711 new order commitments, demonstrating sustained interest and investment in next-generation air mobility solutions.

Overall, despite the setbacks to the AAM industry, especially for European OEMs, the outlook is still bright with high order commitments and ongoing development, notably from the likes of EHang, Eve Air Mobility, and Vertical Aerospace.

Advanced Air Mobility | AAM



Market Impact on Helicopters

Near-Term (2025-2030) → Limited eVTOL impact on traditional helicopters, with pilot training, regulations, and infrastructure hurdles delaying rollout.

Mid-Term (2030-2035) → eVTOLs may replace light helicopters in urban air mobility (UAM) but will not challenge medium/heavy helicopters used for offshore energy, defense, or EMS.

Long-Term (2035+) → eVTOL technology could reshape urban transport if regulatory and infrastructure challenges are solved.

“We see eVTOLs as complementary to helicopters, not a competitor,” says CEO Philippe Lubrano. “For the next decade, helicopters remain the most reliable solution for critical missions like EMS, VIP transport, and offshore energy.”

The Role of Technology | AI



Technological Changes

Technological changes—especially AI—will continue to reshape the helicopter market over the next ten years. While AI-driven design and maintenance solutions have great potential, Bloomberg Intelligence states that significant regulatory hurdles and widespread industry adoption are still in the initial stages.



Key Takeaways Challenges & Opportunities



Key Takeaways | Challenges & Opportunities

Operational Snapshot

The global helicopter market continues to change, with significant differences in trends between the turbine and piston markets. North America and Europe remain premier markets for helicopter activity, with Asia and South America demonstrating growing demand, particularly for commercial and emergency service applications.

Turbine Market: Dominated by Bell, Airbus, and Leonardo, with North American and European control. Asia is a rising market of promise.

Piston Market: Robinson dominates the market, underpinned by training and private usage demand.

Growth Opportunities: Asia and South America are growth hotspots, specifically for turbine helicopters used in EMS, offshore, and corporate transport.

Outlook by Top Industry Players | Airbus Helicopters

OEM Airbus Helicopters	Orders	Revenue	EBITA
In € Million	€10,071	€7,900	€818

AIRBUS

Airbus Helicopters set a new record in 2024 with a backlog of 893 helicopters and 450 net new orders, the most since 2017. **The division garnered €10,071 million in net intake from 182 customers in 42 countries and delivered 361 helicopters.** EBITA amounted to €818 million, echoing the strong financial health of the division. The order backlog rose to €24 billion, supported by key contracts such as 58 Super Puma and 38 H225 helicopters for the German Federal Police. Of its total activity, 49% was attributed to defense programs and 51% to the civil market.

Outlook by Top Industry Players | Leonardo Helicopters



OEM Leonardo Helicopters

Orders

Revenue

EBITA

In € Million

€5,867

€5,249


€465



Leonardo Helicopters recorded **a strong performance in the first nine months of 2024 with orders of €5,867 million and revenues of €5,249 million.** EBITA was €465 million, with consistent growth sustained by good demand and operations. Backlog reached €15,146 million, reflecting ongoing market confidence and high future workload. These results confirm Leonardo’s full-year guidance with the Helicopters business, continuing to be one of the main drivers of the group’s overall performance.

Outlook by Top Industry Players | Bell Textron

OEM	Revenue	Deliveries	Customers
Bell Textron	\$1.1 Billion	78 Units	\$7.5 Billion



Bell Helicopter brought in **\$1.1 billion in revenue** in Q4 2024, up \$58 million from a year ago, mainly due to increased military and support program revenues, led by the FLRAA program. Commercial helicopter deliveries fell to 78 units from 91 a year ago. Segment profit fell \$8 million to \$110 million, led principally by a mix shift of projects, as profits in the Future Long-Range Assault Aircraft (FLRAA) program were counterbalanced by diminishing volume on the V-22 program. Bell finished the quarter with a **strong backlog of \$7.5 billion**, reflecting its well-positioned market position in spite of such turbulence.

Key Takeaways | Challenges & Opportunities

Looming Helicopter Shortage

Lubrano warns of an impending helicopter shortage due to the precipitous decline in supply. *“Rather than increase production levels, OEMs have increased prices some 30% in recent years,”* he says, leading to “intense competition, particularly pre-owned.”

Regional Growth

Local presence is one of the most essential ingredients in doing business in the helicopter industry. Each location has unique needs, ways of doing business, and culture. Rotortrade’s on-site presence on diverse continents is a testament to the face-to-face business approach that has allowed the company sustained growth for over a decade.

In the subsequent years, continued growth is expected in emerging markets like the Middle East, Africa, and Latin America. At the same time, the globe waits for manufacturers in the US and Europe to resume deliveries in the following years to cope with the rising demand.



Conclusion Global Helicopter Market



Conclusion | Global Helicopter Market

Rotortrade and the Future of the Helicopter Market

The global helicopter market is entering a transformational phase. While the industry faces certain headwinds, such as talent shortages, parts availability, and dynamic pricing, demand is strong overall.

Rotortrade's unique business model, regional expertise, and commitment to innovation position the company to lead in this changing landscape. With projected revenues of \$260 million by 2025, Rotortrade is poised to shape the future of the helicopter market.

"As the helicopter industry evolves, Rotortrade is positioned as the go-to player for new and pre-owned aircraft solutions. Operators, investors, and governments must now adapt to supply challenges, leverage new financing models, and invest in regional market expansion to stay competitive in 2025 and beyond, concludes Lubrano."



Whether it is providing you with very competitive aircraft or offering assistance with any disposal of your assets, we strive to support all your helicopter needs.

From basic questions and market intel to complex compliance enquiries, we are here to help you.

Contact Us:
sales@rotortrade.com

