

Commercial Drone Detection Market Analysis



Leading RF SIGINT, spectrum monitoring, and drone detection systems provider assesses the commercial drone detection market opportunity

Background and Objectives

A global RF provider engaged BCE to define and evaluate its growth options with regards to its growing drone detection product offering. The client's existing drone detection business represented less than 10% of overall revenue and was concentrated in military customers. The client asked BCE to assess the attractiveness of expanding its business to serve commercial customers, including civilian government, police, critical infrastructure, private security, and large event customers.

Approach

BCE began the engagement by conducting a thorough review of open source documents covering recent and upcoming technological advancements and market trends.

Next, BCE conducted 60+ primary research calls with industry stakeholders, including market analysts, competitors, existing and potential customers, industry regulators, and academics. BCE's research focused on defining, segmenting, and forecasting the commercial market for drone detection, identifying potential customers, assessing barriers to entry for the client, and evaluating competitive differentiators.

BCE then synthesized and analyzed all data collected to determine the attractiveness of the client entering the commercial drone detection market. BCE evaluated the opportunity based upon the projected adoption of drone detection services by commercial customers, the revenue potential and addressability for the client, and the amount of effort and investment required for the client to enter the market.

Recommendations

BCE's research determined that the commercial drone detection market was not attractive enough for the client to expend resources and enter the market at the time. While commercial customers expressed interest in potentially purchasing drone detection equipment and services, the market was not mature enough to warrant investment. BCE suggested the client maintain their military and government sales focus, identified market triggers which could make the market attractive and suggested that the client monitor the market to determine when, if ever, market entry may become attractive.

