



Market sizing analysis

Staffing provider for aviation industry

Estimate market size for the various service lines within the US aviation ecosystem to gain a better understanding of the client's current footprint/market share and identifying opportunities to increase penetration.

Market sizing analysis for a staffing provider

Situation

- Client was looking to gain a deeper understanding of their existing markets in terms of market opportunity, current footprint/market share, competitive presence and identify opportunities to increase penetration
- Partnered with the client to identify target markets and quantify the market expansion opportunity across service lines

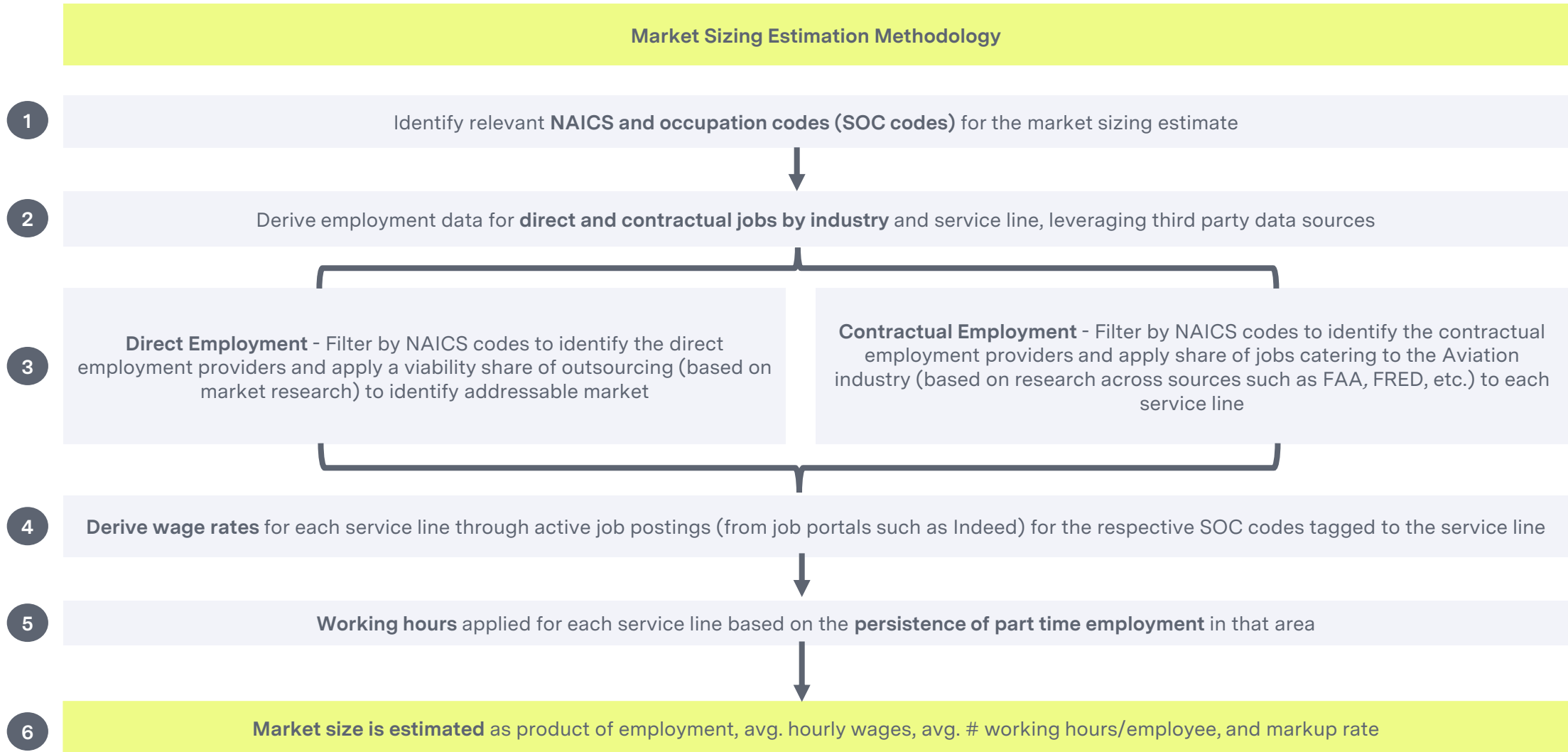
Accordion Value Add

- Leveraged data from various US employment data sources such as U.S. Bureau of Labor Statistics, Occupational Employment Statistics, Federal Aviation Administration, etc., and estimated the market size for various service lines specific to the client based on employment, wage rate, and mark-up estimates by job role and function
- Evaluated the market size and growth rates for the Aviation industry and identified addressable market for the client, such as contractual services for ground handling, baggage handling, security, passenger services, etc.
- Identified immediate target service lines for the client's business expansion based on client's market share across the service lines and the market opportunity

Impact

- Provided the client visibility into key service lines having considerable size and growth outlook, informing the clients strategic growth plan for the next 3-5 years
- Insights from the analyses, coupled with the competitor presence information, could be utilized to identify key service lines that are fragmented and have the potential to increase client's market penetration

Approach & Methodology for market sizing



Market share summary by service line

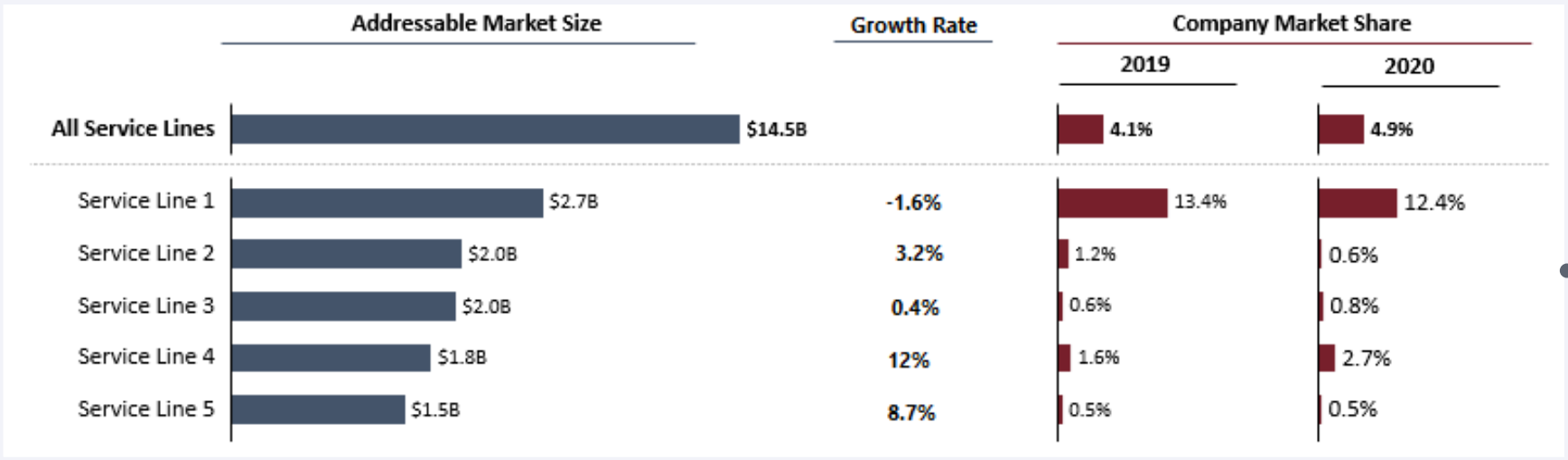


Service Line	Addressable Market Size	Current Market Share	CAGR (2017-2019)			Key Competitors
			Market Size	Wage Rate	Employment	
Service Line 1	\$2.7B	2019: 13.4% 2020: 12.4%	+12.3%	+7.7%	+4.2%	<div>• Competitor A</div> <div>• Competitor B</div>
Service Line 2	\$2.0B	2019: 1.2% 2020: 0.6%	+3.8%	+2.7%	+1.0%	<div>• Competitor A</div> <div>• Competitor B</div>
Service Line 3	\$1.9B	2019: 0.6% 2020: 0.8%	+3.2%	+2.4%	+0.7%	<div>• Competitor A</div> <div>• Competitor B</div>

Bottom-up estimation of market size

	Total	Service Line 1	Service Line 2
Total Employment	119,033	4,706	114,327
Direct Employment	69,960	2,710	67,250
Contractual Employment	49,073	1,996	47,077
Mean Wage	\$ 13.4	\$ 13.9	\$ 13.4
Hours	2,080	2,080	2,080
Mark-Up Rate	40%	40%	40%
Market Size	\$ 4.7 B	\$ 0.2 B	\$ 4.5 B
Direct Employment	\$ 2.7 B	\$ 0.1 B	\$ 2.6 B
Contractual Employment	\$ 1.9 B	\$ 0.1 B	\$ 1.8 B
Addressable Market Size	\$ 2.7 B	\$ 0.1 B	\$ 2.6 B

Market size estimates for service lines within the aviation industry were also provided at a granular level of contributors in terms of employment providers, i.e., direct employers such as airline services and contractual employers



Opportunity was identified to increase focus in service lines 4 and 5 given the low market presence, significant market size, and growth outlook