

Low Cost Airlines Market by Purpose (Leisure Travel, VFR, Business Travel, and Others), Destination (Domestic and International), and Distribution Channel (Online, Travel Agency, and Others) - Global Opportunity Analysis and Industry Forecast, 2017-2023

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Abstracts

The global low cost airlines market was valued at \$117,726 million in 2016, and is projected to reach \$207,816 million in 2023, registering a CAGR of 8.6% from 2017 to 2023. The development of the travel & tourism sector fosters the growth of the low cost airlines market.

Low cost airlines are passenger airlines, which offer travelling service tickets at relatively cheaper rate compared to other airlines (full service or traditional airline). Low cost airlines are also known as “no frills airlines,” “prizefighters,” “low-cost carriers (LCC),” “discount airlines,” and “budget airlines.” Some of the popular low cost airlines include Ryanair and EasyJet.

In 2016, the global scheduled airline passenger was estimated to be 3.8 billion; and around 28% of these passengers were carried by low cost airlines. However, the distribution/penetration of low cost airlines is equally distributed. For instance, in Latvia, Europe, around 80% of the passengers are flown by low-cost carriers; whereas, in Africa, nearly half of the countries have no low cost airline service.

The growth of the market is attributed to the rise in economic activity, ease of travel, travel & tourism industry, urbanization, changes in lifestyle, consumers’ preference for low cost service along with non-stops, and frequent service, increase in purchasing power of middle class households especially in the developing regions, and high internet penetration coupled with e-literacy. However, factors such as volatile crude oil price and increase in terrorism & crime rate, political uncertainty, & natural calamities

hinder the market growth. Conversely, sustainable airport governance, operational & financial improvement is anticipated to leverage the growth of the low cost airlines market.

Nevertheless, factors such as high investment & operational cost but low profitability is anticipated to be a major challenge of the low cost airlines industry.

The global low cost airlines market is segmented based on purpose, destination, and distribution channel. Based on purpose, the market is divided by the type of travelers availing the service, such as, leisure travel, VFR, business travel, and others. Based on destination, it is categorized into domestic and international. By distribution channel, it is classified into various mode of availing the tickets for the service, such as online, travel agency, and others. The global low cost airlines market is further studied across North America, Europe, Asia-Pacific, and LAMEA.

KEY MARKET BENEFITS FOR STAKEHOLDERS

This report provides an in-depth analysis of the global low cost airlines market to identify the potential investment pockets.

It outlines the current trends and future scenarios to determine the low cost airlines market potential and gain stronger market foothold.

Key drivers, restraints, and opportunities and their detailed impact analysis are elucidated.

Quantitative analysis of the low cost airlines industry from 2017 to 2023 is highlighted to recognize the financial competency of the market.

Porter's Five Forces model illustrates the threat of new entrants, threat of substitutes, and strength of the buyers & suppliers.

KEY MARKET SEGMENTS

By Purpose

Leisure Travel

VFR

Business Travel

Others

By Destination

Domestic

International

By Distribution Channel

Online

Travel Agency

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Italy

Spain

Germany

France

Latvia

Rest of Europe

Asia-Pacific

Philippines

Indonesia

Thailand

Singapore

Malaysia

Vietnam

China

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS:

Airasia Inc.

Virgin America

Norwegian Air Shuttle As

easyJet plc

Jetstar Airways Pty Ltd.

WestJet Airlines Ltd.

Indigo, LLC,

Azul Linhas A?reas Brasileiras S.A. (Azul Brazilian Airlines)

Ryanair Holdings plc

Air Arabia PJSC.

OTHER KEY PLAYERS

Zoom Airlines

Southwest Airlines

Go Airlines

These players are not profiled in this report.

Contents

CHAPTER 1: INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY MARKET BENEFITS FOR STAKEHOLDERS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
 - 1.4.1. Secondary research
 - 1.4.2. Primary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. SNAPSHOT
- 2.2. CXO PERSPECTIVE

CHAPTER 3: MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top investment pockets
 - 3.2.2. Top impacting factors
 - 3.2.3. Top winning strategies
- 3.3. PORTER'S FIVE FORCE ANALYSIS
- 3.4. MARKET PLAYER POSITIONING, 2016
- 3.5. MARKET DYNAMICS
 - 3.5.1. Drivers
 - 3.5.1.1. Economic growth
 - 3.5.1.2. Development of the global travel & tourism industry
 - 3.5.1.3. Urbanization coupled with population
 - 3.5.1.4. Internet penetration
 - 3.5.2. Restraints
 - 3.5.2.1. Volatile crude oil price
 - 3.5.2.2. Increase in terrorism & crime rate, political uncertainty, & natural calamities
 - 3.5.3. Opportunities
 - 3.5.3.1. Transparent airport regulations
 - 3.5.3.2. Infrastructural investment
 - 3.5.3.3. Operational & financial improvement

3.5.4. Challenge

3.5.4.1. High investment & operational cost but low profitability

CHAPTER 4: LOW COST AIRLINES MARKET, BY PURPOSE

4.1. OVERVIEW

4.1.1. Market size and forecast

4.2. LEISURE TRAVEL

4.2.1. Key market trends, growth factors, and opportunities

4.2.2. Market size and forecast by region

4.2.3. Market size and forecast by country

4.3. VFR

4.3.1. Key market trends, growth factors, and opportunities

4.3.2. Market size and forecast by region

4.3.3. Market size and forecast by country

4.4. BUSINESS TRAVEL

4.4.1. Key market trends, growth factors, and opportunities

4.4.2. Market size and forecast by region

4.4.3. Market size and forecast by country

4.5. OTHERS

4.5.1. Key market trends, growth factors, and opportunities

4.5.2. Market size and forecast by region

4.5.3. Market size and forecast by country

CHAPTER 5: LOW COST AIRLINES MARKET, BY DESTINATION

5.1. OVERVIEW

5.1.1. Market size and forecast

5.2. DOMESTIC

5.2.1. Key market trends, growth factors, and opportunities

5.2.2. Market size and forecast by region

5.2.3. Market size and forecast by country

5.3. INTERNATIONAL

5.3.1. Key market trends, growth factors, and opportunities

5.3.2. Market size and forecast by region

5.3.3. Market size and forecast by country

CHAPTER 6: LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL

6.1. OVERVIEW

6.1.1. Market size and forecast

6.2. ONLINE

6.2.1. Key market trends, growth factors, and opportunities

6.2.2. Market size and forecast by region

6.2.3. Market size and forecast by country

6.3. TRAVEL AGENCY

6.3.1. Key market trends, growth factors, and opportunities

6.3.2. Market size and forecast by region

6.3.3. Market size and forecast by country

6.4. OTHERS

6.4.1. Key market trends, growth factors, and opportunities

6.4.2. Market size and forecast by region

6.4.3. Market size and forecast by country

CHAPTER 7: LOW COST AIRLINES MARKET, BY REGION

7.1. OVERVIEW

7.1.1. Market size and forecast

7.2. NORTH AMERICA

7.2.1. Key market trends, growth factors, and opportunities

7.2.2. Market size and forecast

7.2.2.1. U.S.

7.2.2.2. Canada

7.2.2.3. Mexico

7.3. EUROPE

7.3.1. Key market trends, growth factors, and opportunities

7.3.2. Market size and forecast

7.3.2.1. UK

7.3.2.2. Italy

7.3.2.3. Spain

7.3.2.4. Germany

7.3.2.5. France

7.3.2.6. Latvia

7.3.2.7. Rest of Europe

7.4. ASIA-PACIFIC

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast

7.4.2.1. Philippines

7.4.2.2. Indonesia

7.4.2.3. Thailand

7.4.2.4. Singapore

7.4.2.5. Malaysia

7.4.2.6. Vietnam

7.4.2.7. China

7.4.2.8. India

7.4.2.9. Rest of Asia-Pacific

7.5. LAMEA

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast

7.5.2.1. Latin America

7.5.2.2. Africa

7.5.2.3. Middle East

CHAPTER 8: COMPANY PROFILES

8.1. AirAsia Berhad

8.1.1. Company overview

8.1.2. Company snapshot

8.1.3. Operating business segments

8.1.4. Business performance

8.1.5. Key strategic moves and developments

8.2. Alaska Air Group, Inc. (Virgin America Inc.)

8.2.1. Company overview

8.2.2. Company snapshot

8.2.3. Operating business segments

8.2.4. Business performance

8.3. Norwegian Air Shuttle ASA

8.3.1. Company overview

8.3.2. Company snapshot

8.3.3. Operating business segments

8.3.4. Business performance

8.3.5. Key strategic moves and developments

8.4. easyJet plc

8.4.1. Company overview

8.4.2. Company snapshot

8.4.3. Business performance

8.4.4. Key strategic moves and developments

8.5. Qantas Airways Limited (Jetstar Airways Pty Ltd.)

- 8.5.1. Company overview
- 8.5.2. Company snapshot
- 8.5.3. Operating business segments
- 8.5.4. Business performance
- 8.5.5. Key strategic moves and developments

8.6. WestJet Airlines Ltd.

- 8.6.1. Company overview
- 8.6.2. Company snapshot
- 8.6.3. Operating business segments
- 8.6.4. Business performance
- 8.6.5. Key strategic moves and developments

8.7. NewWorldAir Holdings, Inc.(Indigo, LLC)

- 8.7.1. Company overview
- 8.7.2. Company snapshot

8.8. Azul S.A. (Azul Linhas Areas Brasileiras S.A.)

- 8.8.1. Company overview
- 8.8.2. Company snapshot
- 8.8.3. Operating business segments
- 8.8.4. Business performance
- 8.8.5. Key strategic moves and developments

8.9. Ryanair Holdings plc

- 8.9.1. Company overview
- 8.9.2. Company snapshot
- 8.9.3. Operating business segments
- 8.9.4. Business performance

8.10. Air Arabia PJSC

- 8.10.1. Company overview
- 8.10.2. Company snapshot
- 8.10.3. Operating business segments
- 8.10.4. Business performance
- 8.10.5. Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 01. GLOBAL LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 02. LEISURE TRAVEL LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 03. VFR LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 04. BUSINESS TRAVEL LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 05. OTHERS LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 06. GLOBAL LOW COST AIRLINES MARKET, BY DESTINATION, 2016-2023 (\$MILLION)

TABLE 07. DOMESTIC LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 08. INTERNATIONAL LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 09. GLOBAL LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 10. ONLINE LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 11. TRAVEL AGENCY LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 12. OTHERS LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 13. GLOBAL LOW COST AIRLINES MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 14. NORTH AMERICA LOW COST AIRLINES MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 15. U.S. LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 16. U.S. LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 17. U.S. LOW COST AIRLINES MARKET, BY DESTINATION, 2016-2023 (\$MILLION)

TABLE 18. CANADA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 19. CANADA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 20. CANADA LOW COST AIRLINES MARKET, BY DESTINATION, 2016-2023 (\$MILLION)

TABLE 21. MEXICO LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 22. MEXICO LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 23. MEXICO LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 24. EUROPE LOW COST AIRLINES MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 25. UK LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 26. UK LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 27. UK LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 28. ITALY LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 29. ITALY LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 30. ITALY LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 31. SPAIN LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 32. SPAIN LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 33. SPAIN LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 34. GERMANY LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 35. GERMANY LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 36. GERMANY LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 37. FRANCE LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 38. FRANCE LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL,

2016-2023 (\$MILLION)

TABLE 39. FRANCE LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 40. LATVIA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 41. LATVIA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 42. LATVIA LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 43. REST OF EUROPE LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 44. REST OF EUROPE LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 45. REST OF EUROPE LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 46. ASIA-PACIFIC LOW COST AIRLINES MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 47. PHILIPPINES LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 48. PHILIPPINES LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 49. PHILIPPINES LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 50. INDONESIA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 51. INDONESIA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 52. INDONESIA LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 53. THAILAND LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 54. THAILAND LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 55. THAILAND LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 56. SINGAPORE LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 57. SINGAPORE LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 58. SINGAPORE LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 59. MALAYSIA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 60. MALAYSIA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 61. MALAYSIA LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 62. VIETNAM LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 63. VIETNAM LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 64. VIETNAM LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 65. CHINA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 66. CHINA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 67. CHINA LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 68. INDIA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 69. INDIA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 70. INDIA LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 71. REST OF ASIA-PACIFIC LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 72. REST OF ASIA-PACIFIC LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 73. REST OF ASIA-PACIFIC LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 74. LAMEA LOW COST AIRLINES MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 75. LATIN AMERICA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 76. LATIN AMERICA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 77. LATIN AMERICA LOW COST AIRLINES MARKET, BY DESTINATION

CHANNEL, 2016-2023 (\$MILLION)

TABLE 78. AFRICA LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 79. AFRICA LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 80. AFRICA LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 81. MIDDLE EAST LOW COST AIRLINES MARKET, BY PURPOSE, 2016-2023 (\$MILLION)

TABLE 82. MIDDLE EAST LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016-2023 (\$MILLION)

TABLE 83. MIDDLE EAST LOW COST AIRLINES MARKET, BY DESTINATION CHANNEL, 2016-2023 (\$MILLION)

TABLE 84. AIRASIA: COMPANY SNAPSHOT

TABLE 85. ALASKA AIR GROUP: COMPANY SNAPSHOT

TABLE 86. ALASKA AIR GROUP: OPERATING SEGMENTS

TABLE 87. NORWEGIAN AIR: COMPANY SNAPSHOT

TABLE 88. NORWEGIAN AIR: OPERATING SEGMENTS

TABLE 89. EASYJET: COMPANY SNAPSHOT

TABLE 90. QANTAS: COMPANY SNAPSHOT

TABLE 91. QANTAS: OPERATING SEGMENTS

TABLE 92. WESTJET: COMPANY SNAPSHOT

TABLE 93. WESTJET: OPERATING SEGMENTS

TABLE 94. NEWWORLD AIR HOLDINGS: COMPANY SNAPSHOT

TABLE 95. AZUL: COMPANY SNAPSHOT

TABLE 96. AZUL: OPERATING SEGMENTS

TABLE 97. RYANAIR HOLDINGS: COMPANY SNAPSHOT

TABLE 98. RYANAIR HOLDINGS: OPERATING SEGMENTS

TABLE 99. AIR ARABIA: COMPANY SNAPSHOT

TABLE 100. AIR ARABIA: OPERATING SEGMENTS

List Of Figures

LIST OF FIGURES

FIGURE 01. SNAPSHOT: LOW COST AIRLINES MARKET

FIGURE 02. KEY PLAYERS: LOW COST AIRLINES MARKET

FIGURE 03. LOW COST AIRLINES MARKET SEGMENTATION

FIGURE 04. TOP INVESTMENT POCKETS, 2017-2023

FIGURE 05. TOP INVESTMENT POCKETS: LOW COST AIRLINES MARKET, 2016-2023

FIGURE 06. HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 07. MODERATE-HIGH BARGAINING POWER OF BUYERS

FIGURE 08. LOW THREAT OF NEW ENTRANTS

FIGURE 09. LOW THREAT OF SUBSTITUTION

FIGURE 10. HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 11. MARKET PLAYER POSITIONING, 2016

FIGURE 12. DRIVERS, RESTRAINTS, OPPORTUNITIES AND CHALLENGES: LOW COST AIRLINES MARKET, 2017-2023

FIGURE 13. GROSS NATIONAL INCOME PER CAPITA, ANNUAL GROWTH, 2011-2015 (%)

FIGURE 14. TRAVEL & TOURISM INDUSTRY, 2012-2023 (\$TRILLION)

FIGURE 15. SCHEDULED AIRLINE PASSENGER, 2006-2016 (MILLION)

FIGURE 16. GLOBAL URBAN POPULATION, 2011-2016 (%)

FIGURE 17. GLOBAL INTERNET USERS, 2008-2016 (%)

FIGURE 18. AVERAGE CRUDE OIL PRICE, JULY 2016-SEPTEMBER 2017 (\$/BBL)

FIGURE 19. LOW COST AIRLINES MARKET, BY PURPOSE, 2016 (%)

FIGURE 20. LEISURE TRAVEL LOW COST AIRLINES MARKET, BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 21. VFR LOW COST AIRLINES MARKET, BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 22. BUSINESS TRAVEL LOW COST AIRLINES MARKET, BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 23. OTHERS LOW COST AIRLINES MARKET BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 24. LOW COST AIRLINES MARKET, BY DESTINATION, 2016 (%)

FIGURE 25. DOMESTIC LOW COST AIRLINES MARKET BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 26. INTERNATIONAL LOW COST AIRLINES MARKET BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 27. LOW COST AIRLINES MARKET, BY DISTRIBUTION CHANNEL, 2016 (%)

FIGURE 28. ONLINE LOW COST AIRLINES MARKET BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 29. TRAVEL AGENCY LOW COST AIRLINES MARKET BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 30. OTHER LOW COST AIRLINES MARKET BY COUNTRY, 2016-2023, (\$MILLION)

FIGURE 31. LOW COST AIRLINES MARKET, BY REGION, 2016 (%)

FIGURE 32. U.S. LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 33. CANADA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 34. MEXICO LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 35. UK LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 36. ITALY LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 37. SPAIN LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 38. GERMANY LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 39. FRANCE LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 40. LATVIA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 41. REST OF EUROPE LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 42. PHILIPPINES LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 43. INDONESIA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 44. THAILAND LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 45. SINGAPORE LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 46. MALAYSIA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 47. VIETNAM LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 48. CHINA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 49. INDIA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 50. REST OF ASIA-PACIFIC LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 51. LATIN AMERICA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 52. AFRICA LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 53. MIDDLE EAST LOW COST AIRLINES MARKET, 2016-2023, (\$MILLION)

FIGURE 54. AIRASIA: NET SALES, 2014-2016 (\$MILLION)

FIGURE 55. AIRASIA: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 56. ALASKA AIR GROUP: NET SALES, 2014-2016 (\$MILLION)

FIGURE 57. ALASKA AIR GROUP: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 58. NORWEGIAN AIR: NET SALES, 2014-2016 (\$MILLION)

- FIGURE 59. NORWEGIAN AIR: REVENUE SHARE BY ACTIVITY, 2016 (%)
- FIGURE 60. NORWEGIAN AIR: REVENUE SHARE BY GEOGRAPHY, 2016 (%)
- FIGURE 61. EASYJET: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 62. EASYJET: REVENUE SHARE BY ACTIVITY, 2016 (%)
- FIGURE 63. EASYJET: REVENUE SHARE BY GEOGRAPHY, 2016 (%)
- FIGURE 64. QANTAS: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 65. QANTAS: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 66. QANTAS: REVENUE SHARE BY GEOGRAPHY, 2017 (%)
- FIGURE 67. WESTJET: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 68. WESTJET: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 69. AZUL: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 70. AZUL: REVENUE SHARE BY ACTIVITY, 2016 (%)
- FIGURE 71. RYANAIR HOLDINGS: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 72. RYANAIR HOLDINGS: REVENUE SHARE BY SERVICE, 2017 (%)
- FIGURE 73. RYANAIR HOLDINGS: REVENUE SHARE BY GEOGRAPHY, 2017 (%)
- FIGURE 74. AIR ARABIA: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 75. AIR ARABIA: REVENUE SHARE BY SEGMENT, 2017 (%)

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