

Air France-KLM Group SA in Travel (World)

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Abstracts

Air France-KLM recorded positive results in 2015 in terms of revenues, passengers carried and operating income. This was an especially good performance considering the challenging environment in which the company operates, due to tough competition coming from low cost carriers and Gulf and Asian airlines. The main challenges of the next few years include cutting costs and increasing efficiency, embracing a digital transformation, and gaining positions in the low cost segment and in Asia.

Euromonitor International's Air France-KLM Group SA in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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