

# easyJet plc in Travel (World)

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## Abstracts

easyJet is pursuing a focused business strategy as a low-cost carrier operating within Europe. This has enabled easyJet to establish itself as Europe's leading low cost carrier in terms of volume. easyJet aims to be the number one or number two player at the airports that it serves, which it has achieved at 51 airports. Within its chosen sphere of operation, in order to expand easyJet needs to densify its route network in Northern and Eastern Europe, and to some extent Germany.

Euromonitor International's easyJet plc 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.

**Product coverage:** Activities (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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