

Global Airlines: Opportunities Galore

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Abstracts

Airlines continued to focus on margins in 2015. Players are concentrating on ensuring optimum innovation, service and new flights in line with changing consumer demands. Strong price competition and low cost carriers' growing focus on value-added offers will result in divergent performance for different airline types. Carriers will also continuously expand their networks and frequency, often via codeshare agreements or partnerships in new and emerging markets.

Euromonitor International's Global Airlines: Opportunities Galore global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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

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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.

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