

# International Airlines Group in Travel (World)

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## Abstracts

International Airlines Group has sustained healthy growth in recent years, following cost cuts, declining oil prices, a successful transition for Iberia under its Plan del Futuro, the acquisition of Aer Lingus which is helping IAG extend its transatlantic network, and other key factors. Recent developments such as the Brexit vote, in addition to terrorist attacks and a looming increase in passenger charges at Heathrow Airport are among the challenges facing IAG as of 2016.

Euromonitor International's International Airlines Group 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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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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

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