

International Consolidated Airlines Group in Airlines

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Abstracts

IAG is the world's fifth largest airlines group, focused on Western Europe, where its leading brands British Airways, Iberia and Aer Lingus are based. The US market is also important on the back of its transatlantic routes. IAG is also expanding into low cost with Vueling and more recently Level, the latter being its first step into the emerging low cost long haul segment. In order to maintain its position, IAG will need to consider expansion into the emerging Asia Pacific region.

Euromonitor International's International Consolidated Airlines Group in Airlines 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.

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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.

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