

# LATAM Airlines Group SA in Travel and Tourism (World)

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## Abstracts

LATAM Airlines Group SA was formed in 2012 by a merger between LAN and TAM. It is suffering from a challenging integration process, further undermined by depreciating currencies across Latin America and a poor economic environment, in addition to competitive pressure from international carriers and regional LCCs. LATAM is nonetheless the largest South American airline by capitalisation and the 11th global airline in terms of total traffic.”

Euromonitor International’s LATAM Airlines Group SA in Travel and Tourism (World) Company Profile offers detailed strategic analysis of the company’s business, examining its performance in the Travel and Tourism 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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