

Ryanair Holdings Plc in Travel (World)

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Abstracts

Ryanair faced a plethora of external and internal problems in financial year 2017, but despite this, it retained its position as the leading low-cost carrier in Europe in terms of passengers carried. The carrier has been very proactive in boosting the personalisation of customer services and transforming itself as the new Amazon in the airline industry. The airline also established a partnership with Air Europa by selling its tickets via the Ryanair website.

Euromonitor International's Ryanair Holdings 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.

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