

Transportation in Ireland

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Abstracts

Transportation continued to grow and to accelerate its growth in 2013 over 2012 in value terms. The category has only witnessed two years of negative growth since the Irish recession and has been growing since 2011, making it one of the most successful categories in Irish travel & tourism. This was built for the most part on the success of Irish air carriers, previously based on the strength of the low cost category, although in 2013 it was divided among that and the schedule carriers, which...

Euromonitor International's Transportation in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Transportation by Category, Transportation by Channel.

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

Why buy this report?

Get a detailed picture of the Transportation 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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