

# Transportation in Taiwan

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## Abstracts

With the wider presence of low cost carriers, air ticket prices became much more affordable for Taiwanese consumers, particularly younger travellers looking at short haul destinations. The economic slowdown weakened consumer confidence, making budget airlines more enticing to price dependent consumers. The dynamic growth of low cost carriers pressured schedule and other non-budget airlines to offer attractive promotional rates in order to boost sales. At the same time, more Taiwanese consumers...

Euromonitor International's Transportation in Taiwan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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