

United Continental Holdings Inc (World)

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Abstracts

In March 2012, the last Continental flight took off in the US, marking a significant milestone in the United Continental integration process. The airline now operates under one unified brand: United Airlines. The company saw revenues soar in the past year thanks to the merger, but it still faces some significant challenges stemming from rising oil prices and merger-related costs. The airline has nonetheless become a global leader, arguably having the largest route network.

Euromonitor International's United Continental Holdings Inc (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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