

# **Full-Service Carrier Market by Service (Meals, Beverages, In Flight Entertainment, and Others), Application (International Aviation, Domestic Aviation), and Region 2024-2032**

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## **Abstracts**

The global full-service carrier market size reached US\$ 297.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 444.7 Billion by 2032, exhibiting a growth rate (CAGR) of 4.45% during 2024-2032. The market is experiencing steady growth driven by significant growth in the aviation industry, rapid globalization of businesses and the interconnected nature of the global economy, considerable growth in travel and tourism activities among the masses, and the introduction of easy-to-operate mobile applications.

**Full-service Carrier Market Analysis:**

**Market Growth and Size:** The global market is experiencing robust growth, driven by various factors that contribute to the expansion of the aviation industry. The increasing demand for air travel, especially in emerging economies, coupled with rising disposable incomes, is a significant driver of market growth. As more people opt for air travel, full-service carriers are experiencing a surge in passenger numbers, contributing to the overall market expansion.

**Major Market Drivers:** Key drivers include the growing global population, urbanization, and an expanding middle-class segment. These factors drive the demand for air travel as a convenient and efficient mode of transportation. Additionally, the globalization of businesses and increasing international trade have led to a rise in corporate travel, further bolstering the market.

**Technological Advancements:** Technological advancements play a pivotal role in shaping the market. Innovations in aircraft design, propulsion systems, and avionics contribute to improved fuel efficiency, reduced maintenance costs, and enhanced

passenger comfort. Advancements in reservation systems, in-flight entertainment, and connectivity solutions also play a crucial role in attracting and retaining customers.

**Industry Applications:** The applications of full-service carriers extend across various sectors, including tourism, business travel, cargo transportation, and diplomatic missions. These carriers provide a comprehensive range of services, including premium seating options, in-flight meals, and other amenities, catering to diverse customer needs.

**Key Market Trends:** Key trends include the adoption of sustainable aviation practices, increased focus on digitalization for enhanced passenger experiences, and the introduction of long-haul flights to connect distant regions. Personalization of services, loyalty programs, and partnerships with other travel-related services are also emerging trends influencing the market.

**Geographical Trends:** Geographically, the market trends vary based on regional economic conditions, regulatory frameworks, and cultural preferences. Developing regions, such as Asia-Pacific and Latin America, are witnessing rapid growth, driven by economic expansion and increasing air travel demand. Established markets in North America and Europe continue to evolve with a focus on modernizing fleets and improving operational efficiency.

**Competitive Landscape:** The competitive landscape of the market is characterized by intense competition among key players. Established carriers vie for market share through strategic alliances, route expansions, and fleet modernization. Low-cost carriers also impact the competitive dynamics, forcing full-service carriers to adapt to changing market conditions.

**Challenges and Opportunities:** Challenges faced by full-service carriers include volatile fuel prices, regulatory constraints, and the threat of disruptive technologies. However, opportunities abound in the form of expanding into underserved markets, introducing innovative services, and optimizing operational efficiency through digitalization and automation.

**Future Outlook:** The future of the market appears promising, with sustained growth anticipated. Continued economic development, increasing air travel demand, and ongoing technological advancements are expected to drive market expansion. Strategic partnerships, fleet modernization, and a focus on sustainability will likely be key factors shaping the industry's growth. However, the sector will need to address challenges such as environmental concerns and global economic uncertainties to ensure long-term success.

#### Full-service Carrier Market Trends:

Rising global air travel demand

One of the primary factors driving the market is the escalating global demand for air travel. As economies expand and disposable incomes rise, an increasing number of individuals choose air travel for its speed, convenience, and accessibility. The growing middle-class population, particularly in emerging economies, contributes significantly to this trend. Full-service carriers benefit from this surge in demand as passengers seek comprehensive services, including premium seating, in-flight meals, and a range of amenities. The demand for both domestic and international travel continues to rise, propelling full-service carriers into a position of continued growth and market expansion.

### Corporate travel and business connectivity

The globalization of businesses and the interconnected nature of the global economy drive a substantial demand for corporate travel. Full-service carriers play a pivotal role in catering to the needs of business travelers by offering services such as business-class seating, dedicated lounges, and convenient schedules. As companies expand their operations globally, the requirement for efficient and reliable air transportation grows. Full-service carriers capitalize on this trend by providing a seamless and comfortable travel experience for corporate clients. The integration of technology, such as advanced booking systems and in-flight connectivity, further enhances the appeal of full-service carriers for business travel.

### Technological advancements in aircraft and services

Ongoing technological advancements in aircraft design, propulsion systems, and in-flight services constitute a key driver for the market. Airlines that invest in modern and fuel-efficient fleets benefit from reduced operational costs and increased competitiveness. Additionally, advancements in passenger services, including in-flight entertainment systems, connectivity options, and personalized experiences, contribute to customer satisfaction and loyalty. Full-service carriers at the forefront of adopting cutting-edge technologies not only enhance operational efficiency but also differentiate themselves in a highly competitive market. Embracing innovations in areas such as sustainable aviation and digitalization positions these carriers as industry leaders, attracting passengers who seek a modern and technologically advanced travel experience.

### Full-service Carrier Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report

has categorized the market based on service and application.

Breakup by Service:

Meals

Beverages

In Flight Entertainment

Others

In flight entertainment accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the service. This includes meals, beverages, in flight entertainment, and others. According to the report, in flight entertainment represented the largest segment.

In-flight entertainment (IFE) emerges as a standout segment within the breakup by service, commanding the majority of the market share. Full-service carriers invest significantly in providing a comprehensive and technologically advanced range of entertainment options to passengers. This includes individual seatback screens, a diverse selection of movies, TV shows, music, and interactive games. The emphasis on passenger experience extends to offering on-demand content, Wi-Fi connectivity, and sometimes even live television. The availability of high-quality in-flight entertainment enhances the overall journey, making it more enjoyable and contributing to customer satisfaction. As technology continues to advance, full-service carriers leverage IFE not only as a means of entertainment but also as a platform for communication, information, and service delivery throughout the flight.

On the other hand, meals constitute a crucial segment for full-service carriers, contributing significantly to the overall passenger experience. These carriers are known for offering a variety of meal options, including special dietary choices, to cater to diverse passenger preferences. The emphasis on quality, presentation, and culinary innovation distinguishes the meal service of full-service carriers from other travel options. Premium classes often feature gourmet dining experiences, enhancing the overall journey and contributing to the airline's brand image. The provision of complimentary meals remains a key differentiator for full-service carriers, attracting passengers seeking a comprehensive and satisfying travel experience.

Moreover, beverages represent another essential component of the service portfolio provided by full-service carriers. These airlines typically offer a range of complimentary

beverages, including soft drinks, juices, and hot beverages, to passengers across various cabin classes. Premium cabins may feature an expanded selection of alcoholic beverages, including wines and spirits. The provision of complimentary beverages aligns with the full-service carrier model, where passengers expect a higher level of service compared to low-cost carriers. The focus on beverage quality, variety, and service delivery contributes to the overall perception of value and comfort associated with full-service carriers.

Breakup by Application:

International Aviation

Domestic Aviation

Domestic aviation holds the largest share of the industry

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes international and domestic aviation. According to the report, domestic aviation accounted for the largest market share.

Domestic aviation holds the largest share in the breakup by application, highlighting the significance of full-service carriers in catering to the needs of passengers within a country. These carriers operate on shorter routes, connecting major cities and regions within a nation. Domestic flights are often characterized by frequent departures, high passenger volumes, and a focus on efficiency. Full-service carriers in the domestic aviation segment offer a range of services, including premium cabins, to cater to both business and leisure travelers. The ability to provide a seamless and comfortable travel experience on short-haul routes is a key factor contributing to the dominance of domestic aviation in the full-service carrier industry. As economic activities and travel demand within countries continue to grow, domestic aviation remains a cornerstone of the industry's success.

On the contrary, international aviation represents a significant segment for full-service carriers. These carriers play a crucial role in connecting countries and continents, facilitating the movement of passengers and cargo across borders. Full-service carriers specializing in international routes focus on providing long-haul flights, often featuring premium services to cater to the diverse needs of passengers on extended journeys. The international aviation segment is characterized by a complex regulatory environment, diverse cultural considerations, and a need for efficient global connectivity. Full-service carriers in this space often form alliances, expand route networks, and

invest in advanced fleets to meet the demands of international travelers seeking a comprehensive and reliable travel experience.

#### Breakup by Region:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America leads the market, accounting for the largest full-service carrier market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America emerges as a dominant force, leading the market. The region is characterized by a well-established aviation industry, featuring major legacy carriers that operate extensive domestic and international networks. The presence of a large and economically affluent population contributes to robust air travel demand, driving the success of full-service carriers. These carriers in North America focus on delivering a comprehensive travel experience, including premium services and diverse route options. The competitive landscape is shaped by strategic alliances, mergers, and continuous fleet modernization efforts. With a mature market and a strong emphasis on customer satisfaction, North America remains at the forefront of the global industry.

Europe stands as a prominent region in the market, featuring a diverse array of established airlines servicing both intra-European and intercontinental routes. The continent's extensive air travel network connects major cities and tourist destinations, contributing to the prominence of full-service carriers. European carriers are known for their commitment to quality service, innovation, and sustainability. The region's competitive landscape is characterized by competition among legacy carriers, low-cost carriers, and hybrid models. European full-service carriers often leverage strategic partnerships and alliances to expand their reach and offer a seamless travel experience to passengers.

The Asia-Pacific region is a dynamic and rapidly growing market for full-service carriers. Expanding economies, an expanding middle class and increased business travel contribute to the region's aviation growth. Asian full-service carriers focus on both domestic and international routes, catering to diverse passenger demographics. The market is characterized by a mix of established carriers and emerging players, with a strong emphasis on technology adoption and passenger-centric services. Strategic partnerships, route expansions, and fleet modernization are common strategies employed by Asia-Pacific full-service carriers to capture market share and sustain growth in this competitive and evolving landscape.

Latin America represents a region with substantial potential for full-service carriers. While the market may face unique challenges such as economic volatility and regulatory complexities, full-service carriers play a crucial role in connecting the diverse countries and cultures within the region. These carriers often focus on offering services that cater to both business and leisure travelers, including routes to key international destinations. The Latin American market provides opportunities for full-service carriers to differentiate themselves through personalized services, alliances, and a focus on enhancing the overall passenger experience.

The Middle East and Africa region showcases a mix of established full-service carriers and rapidly expanding airlines. The region's strategic geographical location makes it a key hub for connecting flights between Europe, Asia, Africa, and beyond. Full-service carriers in the Middle East are known for their luxurious services, with premium cabin offerings and state-of-the-art facilities. The market is characterized by strong competition among airlines vying for dominance in the long-haul travel segment. Investments in modern fleets, innovative services, and partnerships with global players contribute to the region's significance in the market.

#### Leading Key Players in the Full-service Carrier Industry:

The key players in the market are driving growth through strategic initiatives aimed at enhancing their competitive edge and meeting evolving consumer demands. Established carriers are expanding their global reach through strategic alliances, code-sharing agreements, and joint ventures, allowing them to offer an extensive network of routes and services. Investments in fleet modernization and the adoption of cutting-edge technologies are common strategies to improve operational efficiency, reduce costs, and enhance passenger experiences. Moreover, these players are focusing on sustainability initiatives to address environmental concerns and align with changing consumer preferences. Differentiation through innovative services, such as personalized travel experiences, in-flight connectivity, and exclusive lounge offerings, plays a pivotal role in attracting and retaining passengers. The commitment to safety, reliability, and customer satisfaction remains central to the strategies of key players as they navigate the dynamic landscape of the market.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Air China Limited  
Air France  
All Nippon Airways Co. Ltd.  
American Airlines  
British Airways Plc (International Airlines Group)  
China Southern Airlines Company Limited  
Delta Air Lines Inc.  
Deutsche Lufthansa AG  
Emirates (The Emirates Group)  
Qatar Airways Company Q.C.S.C.



Turkish Airlines  
United Airlines Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

December 21, 2023: Air France unveiled new destinations for summer 2024.

December 22, 2023: All Nippon Airways Co. Ltd. installed ABB's Terra CE 54 CJG fast charger for electric vehicles at Tokyo Haneda Airport.

January 8, 2024: American Airlines customer service team members ratify new agreement.

#### Key Questions Answered in This Report

1. How big is the global full-service carrier market?
2. What is the expected growth rate of the global full-service carrier market during 2024-2032?
3. What are the key factors driving the global full-service carrier market?
4. What has been the impact of COVID-19 on the global full-service carrier market?
5. What is the breakup of the global full-service carrier market based on the service?
6. What is the breakup of the global full-service carrier market based on the application?
7. What are the key regions in the global full-service carrier market?
8. Who are the key players/companies in the global full-service carrier market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL FULL-SERVICE CARRIER MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### 6 MARKET BREAKUP BY SERVICE

- 6.1 Meals
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Beverages
  - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 In Flight Entertainment
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast
- 6.4 Others
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

- 7.1 International Aviation
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Domestic Aviation
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends
    - 8.2.1.2 Market Forecast
  - 8.2.2 Japan
    - 8.2.2.1 Market Trends
    - 8.2.2.2 Market Forecast
  - 8.2.3 India
    - 8.2.3.1 Market Trends
    - 8.2.3.2 Market Forecast
  - 8.2.4 South Korea
    - 8.2.4.1 Market Trends
    - 8.2.4.2 Market Forecast

## 8.2.5 Australia

### 8.2.5.1 Market Trends

### 8.2.5.2 Market Forecast

## 8.2.6 Indonesia

### 8.2.6.1 Market Trends

### 8.2.6.2 Market Forecast

## 8.2.7 Others

### 8.2.7.1 Market Trends

### 8.2.7.2 Market Forecast

## 8.3 Europe

### 8.3.1 Germany

#### 8.3.1.1 Market Trends

#### 8.3.1.2 Market Forecast

### 8.3.2 France

#### 8.3.2.1 Market Trends

#### 8.3.2.2 Market Forecast

### 8.3.3 United Kingdom

#### 8.3.3.1 Market Trends

#### 8.3.3.2 Market Forecast

### 8.3.4 Italy

#### 8.3.4.1 Market Trends

#### 8.3.4.2 Market Forecast

### 8.3.5 Spain

#### 8.3.5.1 Market Trends

#### 8.3.5.2 Market Forecast

### 8.3.6 Russia

#### 8.3.6.1 Market Trends

#### 8.3.6.2 Market Forecast

### 8.3.7 Others

#### 8.3.7.1 Market Trends

#### 8.3.7.2 Market Forecast

## 8.4 Latin America

### 8.4.1 Brazil

#### 8.4.1.1 Market Trends

#### 8.4.1.2 Market Forecast

### 8.4.2 Mexico

#### 8.4.2.1 Market Trends

#### 8.4.2.2 Market Forecast

### 8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

## **9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

9.1 Overview

9.2 Drivers

9.3 Restraints

9.4 Opportunities

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

## **12 PRICE ANALYSIS**

## **13 COMPETITIVE LANDSCAPE**

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Air China Limited

13.3.1.1 Company Overview

13.3.1.2 Product Portfolio

13.3.1.3 Financials

13.3.2 Air France

- 13.3.2.1 Company Overview
- 13.3.2.2 Product Portfolio
- 13.3.3 All Nippon Airways Co. Ltd.
  - 13.3.3.1 Company Overview
  - 13.3.3.2 Product Portfolio
- 13.3.4 American Airlines
  - 13.3.4.1 Company Overview
  - 13.3.4.2 Product Portfolio
- 13.3.5 British Airways Plc (International Airlines Group)
  - 13.3.5.1 Company Overview
  - 13.3.5.2 Product Portfolio
  - 13.3.5.3 SWOT Analysis
- 13.3.6 China Southern Airlines Company Limited
  - 13.3.6.1 Company Overview
  - 13.3.6.2 Product Portfolio
- 13.3.7 Delta Air Lines Inc.
  - 13.3.7.1 Company Overview
  - 13.3.7.2 Product Portfolio
  - 13.3.7.3 Financials
  - 13.3.7.4 SWOT Analysis
- 13.3.8 Deutsche Lufthansa AG
  - 13.3.8.1 Company Overview
  - 13.3.8.2 Product Portfolio
  - 13.3.8.3 Financials
  - 13.3.8.4 SWOT Analysis
- 13.3.9 Emirates (The Emirates Group)
  - 13.3.9.1 Company Overview
  - 13.3.9.2 Product Portfolio
- 13.3.10 Qatar Airways Company Q.C.S.C.
  - 13.3.10.1 Company Overview
  - 13.3.10.2 Product Portfolio
- 13.3.11 Turkish Airlines
  - 13.3.11.1 Company Overview
  - 13.3.11.2 Product Portfolio
  - 13.3.11.3 Financials
- 13.3.12 United Airlines Inc.
  - 13.3.12.1 Company Overview
  - 13.3.12.2 Product Portfolio



## List Of Tables

### LIST OF TABLES

Table 1: Global: Full-Service Carrier Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Full-Service Carrier Market Forecast: Breakup by Service (in Million US\$), 2024-2032

Table 3: Global: Full-Service Carrier Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 4: Global: Full-Service Carrier Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: Global: Full-Service Carrier Market: Competitive Structure

Table 6: Global: Full-Service Carrier Market: Key Players



## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Full-Service Carrier Market: Major Drivers and Challenges
- Figure 2: Global: Full-Service Carrier Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Full-Service Carrier Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Full-Service Carrier Market: Breakup by Service (in %), 2023
- Figure 5: Global: Full-Service Carrier Market: Breakup by Application (in %), 2023
- Figure 6: Global: Full-Service Carrier Market: Breakup by Region (in %), 2023
- Figure 7: Global: Full-Service Carrier (Meals) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 8: Global: Full-Service Carrier (Meals) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 9: Global: Full-Service Carrier (Beverages) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 10: Global: Full-Service Carrier (Beverages) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 11: Global: Full-Service Carrier (In Flight Entertainment) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 12: Global: Full-Service Carrier (In Flight Entertainment) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 13: Global: Full-Service Carrier (Other Services) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 14: Global: Full-Service Carrier (Other Services) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 15: Global: Full-Service Carrier (International Aviation) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 16: Global: Full-Service Carrier (International Aviation) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 17: Global: Full-Service Carrier (Domestic Aviation) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 18: Global: Full-Service Carrier (Domestic Aviation) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 19: North America: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 20: North America: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: United States: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: United States: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Canada: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Canada: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Asia-Pacific: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Asia-Pacific: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: China: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: China: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Japan: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Japan: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: India: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: India: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: South Korea: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: South Korea: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Australia: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Australia: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Indonesia: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Indonesia: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Others: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Others: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Europe: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Europe: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Germany: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Germany: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: France: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: France: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: United Kingdom: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: United Kingdom: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Italy: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Italy: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Spain: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Spain: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Russia: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Russia: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Others: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Others: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Latin America: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Latin America: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Brazil: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Brazil: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Mexico: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 &

2023

Figure 62: Mexico: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Others: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Others: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Middle East and Africa: Full-Service Carrier Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Middle East and Africa: Full-Service Carrier Market: Breakup by Country (in %), 2023

Figure 67: Middle East and Africa: Full-Service Carrier Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Global: Full-Service Carrier Industry: Drivers, Restraints, and Opportunities

Figure 69: Global: Full-Service Carrier Industry: Value Chain Analysis

Figure 70: Global: Full-Service Carrier Industry: Porter's Five Forces Analysis

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