

Top Five Global Airline Companies: Performance, Strategies, and Competitive Analysis, September 2013

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Abstracts

The global airline industry is expected to reach \$767 billion by 2018. The industry is fragmented with top three and top five players. The Companies' main strategy is focused on expanding their services globally as many of the airlines that are US based have international routes and are expanding overseas. The airline Companies are focusing on environmental sustainability programs to provide eco-efficient airlines with less carbon emissions.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the major industry players and presents its findings in "Top Five Global Airline Companies: Performance, Strategies, and Competitive Analysis" The global airline industry is fragmented and consists of passenger and air cargo services offered by companies. A combination of factors such as air traffic rates and emergence of low-cost carriers impact market dynamics highly.

The report projects that increasing competition will create intense competition which will lower the industry's market share and profitability. Threat of volatility of fuel prices because of business dependence on fuel price and fluctuation in fuel prices could affect the profit margin of the industry.

Lucintel analyzes that industry's strong growth and global alliance strengthened its product range in terms of its network and the services it offers to its customers such as linked loyalty programs. Some of the key players in airline industry operate one of the youngest and most modern fleets in Europe, and this fleet is known for its fuel efficiency and optimal network fit for its sustainable development.

The report gives a brief overview of the top five major players of the industry.
They are:

Deutsche Lufthansa AG

United Continental Holdings Inc.

Delta Airlines Inc.

Air France KLM

FedEx Corporation

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five global retail drug companies. The study provides up-to-date information on the market share, profit margins, capabilities and strategies of the leaders. The report helps current suppliers realistically assess their capabilities, strategies, vis-a-vis leading competitors. It provides executives with strategically significant competitor information. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in top five global airline companies. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

Features of this Report:

In Lucintel's newest competitive research study on the world's top five global airline companies, we have thoroughly profiled following five companies with detailed competitive assessments:

Deutsche Lufthansa AG

United Continental Holdings Inc.

Delta Airlines Inc.

Top Five Global Airline Companies: Performance, Strategies, and Competitive Analysis

Air France KLM

FedEx Corporation

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. **This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing global airline companies. Some of the features of this multiclient market intelligence report are:**

Market size estimates in terms of (US \$) value by segments of the global airline companies.

Regional analysis: global airline breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

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