

# South & Central America Airline Ancillary Services Market Forecast to 2030 – Regional Analysis – by Type (Baggage Fees, On-Board Retail and A La Carte Services, Airline Retail, and FFP Mile Sales) and Carrier Type (Full-Service Carriers and Low-Cost Carriers)

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## Abstracts

The South & Central America airline ancillary services market was valued at US\$ 9,111.90 million in 2022 and is expected to reach US\$ 33,185.87 million by 2030; it is estimated to grow at a CAGR of 17.5% from 2022 to 2030.

### Benefits of Frequent Flyer Program Drives the South & Central America Airline Ancillary Services Market

The frequent flyer program (FFP) is a loyal and long-lasting way for airline authorities to maintain a good relationship with their regular passengers. With this program, the airlines form several partnership arrangements and cooperative schemes. These include code-sharing agreements resulting in competitive fares and variations in the occurrence of services to increase profits and market share. The airlines constantly award reward points to its frequent flyers through cashback rewards, travel insurance, emergency medical services, and access to airport lounges. Similarly, Travel Clubs worldwide also offer advanced services to enhance airline brands by converting brand affinity into brand equity and adding new ancillary revenue from subscription fees. Thus, such programs drive the growth of the South & Central America airline ancillary services market.

### South & Central America Airline Ancillary Services Market Overview

The revenue strategies of airline ancillary service providers in South & Central America are becoming prominent moderately as the airline businesses in the region are thriving to reduce their fare prices and focusing more on the elevation of their non-ticket

revenue. South & Central America has been lately envisioning significant encouragement of low-cost carrier and ultra low-cost carrier are further baiting the growth of ancillary services in South & Central America. In May 2023, Aeromexico announced a strategic alliance with Delta Air Lines and investments in enhancing its inflight customer experience. By offering elevated meal choices, digital self-service options, and personalized experiences, Aeromexico aims to provide exceptional services to its passengers. The expansion of routes and increased connectivity efficiency through the alliance further contribute to the demand for ancillary services such as booking itineraries, baggage tracking, and flight change management, fostering the growth of the South & Central America airline ancillary services market in South & Central America.

South & Central America Airline Ancillary Services Market Revenue and Forecast to 2030 (US\$ Bn)

South & Central America Airline Ancillary Services Market Segmentation

The South & Central America airline ancillary services market is segmented into type, carrier type, and country.

Based on type, the South & Central America airline ancillary services market is divided into baggage fees, on-board retail and a la carte services, airline retail, and FFP mile sales. The baggage fees segment held the largest market share in 2022.

By carrier type, the South & Central America airline ancillary services market is bifurcated into full-service carriers and low-cost carriers. The full-service carriers segment held a larger market share in 2022.

Based on country, the South & Central America airline ancillary services market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America airline ancillary services market in 2022.

Air France KLM SA, Delta Air Lines Inc, Deutsche Lufthansa AG, and United Airlines Holdings Inc are some of the leading companies operating in the South & Central America airline ancillary services market.

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