

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.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. SOUTH & CENTRAL AMERICA AIRLINE ANCILLARY SERVICES MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Ecosystem Analysis
 - 4.2.1 Ancillary Service Blueprint:
 - 4.2.2 Airline Ancillary Service Enablement:
 - 4.2.3 Airline Ancillary Services Distribution, Revenue Analytics And Customer Experience Management:
 - 4.2.4 List of Vendors in the Value Chain:

5. SOUTH & CENTRAL AMERICA AIRLINE ANCILLARY SERVICES MARKET - KEY INDUSTRY DYNAMICS

- 5.1 South & Central America Airline Ancillary Services Market - Key Industry Dynamics
- 5.2 Market Drivers
 - 5.2.1 Rising Preference of Air Travel by Middle-Income Passengers
 - 5.2.2 Benefits of Frequent Flyer Program
 - 5.2.3 In-Flight Retail Partnerships
- 5.3 Key market restraints
 - 5.3.1 Cost Cutting on Airline Services

5.4 Key market opportunities

5.4.1 Start-Ups Present New Ancillary Revenue Opportunities

5.5 Future trends

5.5.1 Increasing Deployment of In-Flight Wi-Fi

5.6 Impact of Drivers and Restraints:

6. AIRLINE ANCILLARY SERVICES MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS

6.1 South & Central America Airline Ancillary Services Market Revenue (US\$ Billion), 2022 – 2030

6.2 South & Central America Airline Ancillary Services Market Forecast and Analysis

7. SOUTH & CENTRAL AMERICA AIRLINE ANCILLARY SERVICES MARKET ANALYSIS - TYPE

7.1 Baggage Fees

7.1.1 Overview

7.1.2 Baggage Fees Market Revenue, Revenue and Forecast to 2030 (US\$ Billion)

7.2 On-Board Retail and A La Carte Services

7.2.1 Overview

7.2.2 On-Board Retail and A La Carte Services Market Revenue, Revenue and Forecast to 2030 (US\$ Billion)

7.3 Airline Retail

7.3.1 Overview

7.3.2 Airline Retail Market Revenue and Forecast to 2030 (US\$ Billion)

7.4 FFP Mile Sales

7.4.1 Overview

7.4.2 FFP Mile Sales Market Revenue and Forecast to 2030 (US\$ Billion)

7.5 Others

7.5.1 Overview

7.5.2 Others Market Revenue and Forecast to 2030 (US\$ Billion)

8. SOUTH & CENTRAL AMERICA AIRLINE ANCILLARY SERVICES MARKET ANALYSIS - CARRIER TYPE

8.1 Full-Service Carriers

8.1.1 Overview

8.1.2 Full-Service Carriers Market Revenue, and Forecast to 2030 (US\$ Billion)

8.2 Low-Cost Carriers

8.2.1 Overview

8.2.2 Low-Cost Carriers Market Revenue, and Forecast to 2030 (US\$ Billion)

9. SOUTH & CENTRAL AMERICA AIRLINE ANCILLARY SERVICES MARKET - COUNTRY ANALYSIS

9.1 Overview

9.1.1 South & Central America Airline Ancillary Services Market Revenue and Forecasts and Analysis - By Countries

9.1.1.1 South & Central America Airline Ancillary Services Market Breakdown by Country

9.1.1.2 Brazil: South & Central America Airline Ancillary Services Market Revenue and Forecasts to 2030 (US\$ Bn)

9.1.1.2.1 Brazil: South & Central America Airline Ancillary Services Market Breakdown by Type

9.1.1.2.2 Brazil: South & Central America Airline Ancillary Services Market Breakdown by Carrier Type

9.1.1.3 Argentina: South & Central America Airline Ancillary Services Market Revenue and Forecasts to 2030 (US\$ Bn)

9.1.1.3.1 Argentina: South & Central America Airline Ancillary Services Market Breakdown by Type

9.1.1.3.2 Argentina: South & Central America Airline Ancillary Services Market Breakdown by Carrier Type

9.1.1.4 Rest of South & Central America: South & Central America Airline Ancillary Services Market Revenue and Forecasts to 2030 (US\$ Bn)

9.1.1.4.1 Rest of South & Central America: South & Central America Airline Ancillary Services Market Breakdown by Type

9.1.1.4.2 Rest of South & Central America: South & Central America Airline Ancillary Services Market Breakdown by Carrier Type

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis By Key Players

10.2 Company Positioning & Concentration

11. SOUTH & CENTRAL AMERICA AIRLINE ANCILLARY SERVICES MARKET INDUSTRY LANDSCAPE

- 11.1 Overview
- 11.2 Market Initiatives
- 11.3 New Product Developments

12. COMPANY PROFILES

- 12.1 United Airlines Holdings Inc
 - 12.1.1 Key Facts
 - 12.1.2 Business Description
 - 12.1.3 Products and Services
 - 12.1.4 Financial Overview
 - 12.1.5 SWOT Analysis
 - 12.1.6 Key Developments
- 12.2 Delta Air Lines Inc
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 Deutsche Lufthansa AG
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Air France KLM SA
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners
- 13.2 Word Index

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