

Global Airline Catering Market: Opportunities and Challenges



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<http://marketpublishers.com>

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Airline catering market which is a sub segment of transport catering industry is largely dependent on developments in aviation industry. Growth in airline passengers over the past few years has positively impacted the airline catering business. However revenues declined steeply in the year 2009 due to global economic slowdown and hike in fuel costs. This trend accelerated due to the growth of low-cost carriers (LCCs) on account of which many network airlines dropped in-flight catering on short and mid-range flights. Complimentary meals have largely disappeared within Europe. Advantages on cutting down catering services include cost reduction; less weight and better fuel consumption.

Most of the airlines have started using third-party caterers to achieve quality and affordability. In the US most of the airlines run an outsourced model and there lies a huge potential in Asia and Middle East where the market is still operated and owned by carriers. The trend of serving prepackaged meals in airlines is on rise over the past few years. Many airlines have unbundled the product, and now simply sell onboard refreshments. The airline catering market is expected to rise in coming years on account of improving world economy, rising number of airplane deliveries and growth in airline passengers.

The airline catering industry is dominated by two major global players, LSG Sky Chefs and Gate Gourmet, together accounting for around 37 percent share of airline catering market. Other players include Singapore Airport Terminal Services (SATS), Newrest a private company, Autogrill and Servair.

The current report analyzes the structure, sizing and segmentation of the global airline catering market. The factors that are driving the growth of the airline catering business has been comprehensively assessed and the challenges faced by the market are also discussed in detail. The competitive aspect of the market is also highlighted and the key players are profiled with their strategies for this market.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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