

Airlines – UK – August 2019

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Increasing environmental pressures on growing aviation industry
- Price vs experience

The rise of the 'experience economy' is having an impact on the aviation industry as well. More airports are aiming to become part of the holiday experience through developing leisure facilities and on-site accommodation. Several airlines are also trialling virtual reality to entertain and communicate with passengers in a new way.

Rising media attention around environmental challenges has also increased the pressure on the aviation industry. Aviation taxes are under discussion in Europe and the majority of consumers expect airlines to take action and reduce CO2 emissions.



"Whilst most travellers choose to fly economy, there are opportunities for airlines to upsell by offering more flexibility when it comes to selecting add-ons and services considered to be more premium."

– **Marloes de Vries, Travel Analyst**

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Products covered in this Report

EXECUTIVE SUMMARY

- The market
- Significant slowdown in market growth

Figure 1: International passenger numbers uplifted at UK airports, 2014-24

Figure 2: Domestic passenger numbers uplifted from UK airports, 2014-24
- Increasing environmental pressures on aviation industry
- Overcapacity in Europe puts downward pressure on airfares
- Companies and brands
- Jet2.com fastest growing major UK airline
- Virgin Atlantic strengthens position as Connect Airways acquires Flybe
- New developments around electric aircrafts that take off vertically
- Dubai International plans to become a destination in its own right
- Capacity optimisation by Volantio
- The consumer
- Over half of UK adults travelled by air in the year to June 2019

Figure 3: Flights taken, June 2019

- Holidays account for largest share of flights taken
- Almost one third of passengers flew domestically
- Loyalty can be increased through subscription models
- Flexibility in booking process allows travellers to shape their own experience
- Almost one in three passengers makes use of an airline's app

Figure 4: Use of airlines' and airports' services, June 2019
- Roughly 4 in 10 passengers would be interested in booking holiday excursions/activities on board

Figure 5: Attitudes towards leisure activities at airports and buying experiences on board, June 2019
- Alcohol most purchased duty free product with an airline

Figure 6: Purchased duty free products, June 2019
- Long-haul passengers willing to pay for a better flying experience

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 7: Price versus flying experience, June 2019

- **Almost half of passengers think their own devices are more convenient**

Figure 8: Attitudes towards in-flight entertainment and interaction, June 2019

- **The majority of passengers expect airlines to develop alternative fuels**

Figure 9: Attitudes towards sustainability and travelling by train, June 2019

- **What we think**

ISSUES AND INSIGHTS

- **Increasing environmental pressures on growing aviation industry**
- **The facts**
- **The implications**
- **Price vs experience**
- **The facts**
- **The implications**

THE MARKET – WHAT YOU NEED TO KNOW

- **Significant slowdown in market growth**
- **Increasing environmental pressures on aviation industry**
- **Several airlines have gone bust amid rising oil prices**
- **Overcapacity in Europe puts downward pressure on airfares**
- **Airlines face rising labour costs**
- **British Airways' data breach could lead to a hefty fine**

MARKET SIZE AND FORECAST

- **Significant slowdown in market growth**

Figure 10: Passenger numbers uplifted at UK airports, 2014-24

- **International traffic expected to be hit harder than domestic traffic in 2019**

Figure 11: Total passenger numbers uplifted at UK airports, 2014-24

Figure 12: International passenger numbers uplifted at UK airports, 2014-24

Figure 13: Domestic passenger numbers uplifted from UK airports, 2014-24

- **Forecast methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

MARKET SEGMENTATION - OVERSEAS FLIGHTS TAKEN BY UK RESIDENTS

- **Softer demand for overseas flights after seven years of consecutive growth**
Figure 14: Overseas trips taken by UK residents, by mode of transport, 2015-18
- **Holidays; the only segment within overseas air travel to record growth in 2018**
Figure 15: Overseas trips taken by air by UK residents, by purpose, 2015-18
- **Italy outperformed top 10 destinations in terms of growth in 2018**
Figure 16: Overseas trips taken by air by UK residents, by destination, 2015-18

MARKET DRIVERS

- **Brexit uncertainties impact demand for overseas holidays and business trips**
- **Increasing environmental pressures on aviation industry**
- **Several airlines have gone bust amid rising oil prices**
Figure 17: Europe Brent Spot price, yearly averages 2010-18, forecast 2019-20 per July 2019
- **Overcapacity in Europe puts downward pressure on airfares**
- **Airlines face rising labour costs**
- **Grounding of Boeing 737 MAX aircraft impacts airlines' profits**
- **British Airways' data breach could lead to a hefty fine**

COMPANIES AND BRANDS - WHAT YOU NEED TO KNOW

- **Jet2.com fastest growing major UK airline**
- **Virgin Atlantic strengthens position as Connect Airways acquires Flybe**
- **New developments around electric aircrafts that take off vertically**
- **KLM raises awareness of sustainable aviation being a joint responsibility**
- **Dubai International plans to become a destination in its own right**
- **Capacity optimisation by Volantio**
- **Eurowings and Lufthansa above-the-line spend increased significantly**

MARKET SHARE

- **Jet2.com fastest growing major UK airline**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 18: Top 10 UK-based* airlines, by passenger numbers uplifted globally, 2013-18

- **Virgin Atlantic strengthens position as Connect Airways acquires Flybe**

LAUNCH ACTIVITY AND INNOVATION

- **New aircraft on the horizon**
- **Hybrid Air Vehicles develops hybrid aircraft for more sustainable flights**
- **New developments around electric aircrafts that take off vertically**
- **Airlines are looking to reduce their emissions**
- **LanzaTech's sustainable fuel used for first commercial flight by Virgin Atlantic**
- **KLM raises awareness of sustainable aviation being a joint responsibility**
- **New services to enhance the check-in experience for morning flights**
- **Jet2holidays expanded its Twilight Check-In service**
- **Wake Up at the Gate package for families at Dubai International Airport**
- **Airports strive to offer the best experience**
- **Jewel Changi Airport has opened its doors**
- **Dubai International plans to become a destination in its own right**
- **Data-driven approach to increase airlines' revenue**
- **Capacity optimisation by Volantio**
- **Migacore develops demand forecasting models for travel industry**

ADVERTISING AND MARKETING ACTIVITY

- **Above-the-line spend by airlines decreased by almost 4% in 2018**

Figure 19: Total above-the-line, online display and direct mail advertising expenditure on ads by airlines, 2016-18

- **Jet2.com focusses on trust and low fares in its national campaign in 2018**

Figure 20: Top 10 above-the line, online display and direct mail advertising expenditure on ads by airlines, 2016-18

- **Eurowings and Lufthansa above-the-line spend increased significantly**
- **Nielsen Ad Intel coverage**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

BRAND RESEARCH

- **Brand map**
Figure 21: Attitudes towards and usage of selected brands, June 2019
- **Key brand metrics**
Figure 22: Key metrics for selected brands, June 2019
- **Brand attitudes: easyJet most closely associated with offering good value**
Figure 23: Attitudes, by brand, June 2019
- **Brand personality: Ryanair is more likely to be considered unethical**
Figure 24: Brand personality – Macro image, June 2019
- **British Airways and Virgin Atlantic seen as special and stylish, but consumers believe this comes at a price**
Figure 25: Brand personality – Micro image, June 2019
- **Brand analysis**
- **British Airways has highest share of committed customers**
Figure 26: User profile of British Airways, June 2019
- **Many travellers had an excellent experience with Virgin Atlantic**
Figure 27: User profile of Virgin Atlantic, June 2019
- **Jet2.com has the highest satisfaction rating among selected low-cost airlines**
Figure 28: User profile of Jet2.com, June 2019
- **easyJet seen as more trustworthy than selected low-cost competitors**
Figure 29: User profile of easyJet, June 2019
- **Rebranding Flybe should pay off as awareness and differentiation remain behind**
Figure 30: User profile of Flybe, June 2019
- **Ryanair third most used airline despite poor image**
Figure 31: User profile of Ryanair, June 2019

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Over half of UK adults travelled by air in the year to June 2019**
- **Almost one third of passengers flew domestically**
- **Loyalty can be increased through subscription models**
- **Flexibility in booking process allows travellers to shape their own experience**
- **Alcohol most purchased duty free product with an airline**
- **Long-haul passengers willing to pay for a better flying experience**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

FLIGHTS TAKEN

- **Over half of UK adults travelled by air in the year to June 2019**

Figure 32: Flights taken, June 2019

Figure 33: Participation and frequency in last 12 months, by demographics, June 2019

- **Holidays account for largest share of flights taken**

Figure 34: Flights taken, by purpose, June 2019

FLIGHT DESTINATIONS

- **Almost one third of passengers flew domestically**

Figure 35: Flight destinations, June 2019

BUDGET VS FULL-SERVICE AIRLINES

- **Loyalty can be increased through subscription models**

Figure 36: Airline types flown with in the last 12 months, June 2019

CLASSES FLOWN

- **Flexibility in booking process allows travellers to shape their own experience**

Figure 37: Classes flown, June 2019

AIRLINE AND AIRPORT SERVICES

- **Almost one in three passengers make use of an airline's app**

Figure 38: Use of airlines' and airports' services, June 2019

- **Roughly 4 in 10 passengers would be interested in booking holiday excursions/activities on board**

Figure 39: Attitudes towards leisure activities at airports and buying experiences on board, June 2019

- **Opportunities for airports to develop more leisure activities**

Figure 40: Attitudes towards leisure activities at airports – CHAID analysis, June 2019

DUTY FREE PRODUCTS

- **Alcohol most purchased duty free product with an airline**

Figure 41: Purchased duty free products, June 2019

- **About one third of duty free customers bought three or more products**

Figure 42: Purchased duty free products – repertoire, June 2019

- **Highest interest in duty free alcohol and fragrance, skincare or make-up**

Figure 43: Considered duty free products, June 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Alcohol duty free products mostly appeal to older generations**

Figure 44: Considered duty free products, by demographics, June 2019

PRICE VERSUS EXPERIENCE

- **Long-haul passengers willing to pay for a better flying experience**

Figure 45: Price versus flying experience, June 2019

- **Many short-haul passengers are willing to accept lower levels of comfort for a lower ticket price**

IN-FLIGHT ENTERTAINMENT AND INTERACTION

- **Almost half of passengers think their own devices are more convenient**

Figure 46: Attitudes towards in-flight entertainment and interaction, June 2019

- **Virtual reality likely to appeal to families**

ATTITUDES TOWARDS SUSTAINABILITY

- **The majority of passengers expect airlines to develop alternative fuels**

Figure 47: Attitudes towards sustainability and travelling by train, June 2019

- **Younger generation keen on travelling by train**

Figure 48: Attitudes towards sustainability and travelling by train, by demographics, June 2019

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Definitions**
- **Consumer research methodology**
- **CHAID methodology**

Figure 49: Airlines – CHAID – table output, June 2019

APPENDIX – MARKET SIZE AND FORECAST

- **Volume forecast for total passengers uplifted at UK airports**
- **Volume forecast for international passengers uplifted at UK airports**

Figure 50: Total passenger numbers uplifted at UK airports, 2014-24

Figure 51: International passenger numbers uplifted at UK airports, 2014-24

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Volume forecast for domestic passengers uplifted at UK airports**
Figure 52: Domestic passenger numbers uplifted from UK airports, 2014-24
- **Forecast methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.