

## Airlines - China - September 2013

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"China represents a market with both big opportunities and challenges for the airline business. As growth and competition increase at the same time, airlines need to react by being more customer-oriented in terms of service, marketing as well as product design."

Ruyi Xu, Deputy Research Manager

### This report looks at the following areas:

- How big is the airline market in China and what will this market grow into over the next five years?
- What are consumers' behaviour and attitudes towards air travel?
- How can airlines in China strengthen their financial position by maximising revenue potential from economy class flyers?
- What have fast-growing airlines in China done to attract customers and how can airlines in China compete to deliver better customer services under global competition?
- What is different about running low-cost carriers in China, and what challenges and opportunities do they have?

China has become world's second-largest airline market by passenger volume after the United States. The total number of passengers who travelled by air from/to China reached 379 million in 2012 and is estimated to be 424 million in 2013. Between 2008 and 2013, China's airline passenger number has been growing at a CAGR of 13.3% while worldwide this figure is only 4.5% based on figures from IATA. This means that China's airline market has grown at an exceedingly fast speed over the past five years, amid a global financial crisis and prolonged economic recession.

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