

Airlines - UK - September 2014

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“The convergence of budget and full-service airlines has continued, with full-service airlines further unbundling fares to compete on top-line prices and low-cost airlines entering the long-haul market. Going forward, the development and efficient targeting of ancillary services will be a key driver in maintaining profitability for all airlines”.

- Rebecca McGrath, Research Analyst

This report looks at the following areas:

- Why airlines should focus on increasing app penetration
- How can airlines boost ancillary revenues?

The UK airline market saw strong recovery in 2013, after contracting significantly during the recession. The recovery was driven by growth in international traffic, with improved consumer confidence and reduced prices boosting the UK's outbound leisure market.

While economic recovery presents opportunities for growth, the airline market faces a range of challenges in the coming year. Full-service airlines need to continue to adapt to the pricing pressure created by comparison websites and the entrance of low-cost airlines into the long-haul market. Budget airlines have to be innovative when it comes to their ancillary services in order to remain profitable as competition increases and jet fuel prices remain persistently high.

This report analyses market trends, leading airline brands and innovations and features detailed consumer analysis, including: who flies, why and what type of flight; what influences people to select a particular airline; attitudes towards ancillary purchases; interest in mobile apps; and preferred booking processes. Mintel last reported on this market in *Airlines – UK, July 2013*.

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DID YOU KNOW?

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

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