

## Low-cost Carriers in Europe - August 2016

Report Price: £295.00 | \$477.74 | €374.74

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



“LCCs account for 40% of the scheduled seats recorded by OAG on intra-Europe routes for summer 2016, up from 38% in summer 2015. LCC seat capacity will grow by 13% year on year, while growth for all other airlines in aggregate will only be 5%.”

- Jessica Kelly, Senior Tourism Analyst

### This report looks at the following areas:

- Which are the main players in the European LCC sector and what are their market shares?
- How do the cost structures of the main European LCCs compare?
- What measures are European LCCs taking to penetrate the business-traveller segment?
- Which are areas of potential growth for European LCCs?
- What will be the impact of Brexit on European LCCs?

This report provides an overview of the current state of European low-cost carriers (LCCs) and offers some insights into future development of the sector. The European LCC sector is made up of two categories of airlines: independent operators like the two market leaders, easyJet and Ryanair, as well as the fast-growing Eastern European carrier Wizz Air; and the captive operations of major legacy carriers like Air France KLM's HOP! and Transavia, Lufthansa's Eurowings and International Airlines Group (IAG)'s Vueling. Europe's LCCs are searching for new areas of growth as the core leisure-traveller market has become saturated. Consequently, the major LCCs are making efforts to attract more business travellers and could even begin working as feeder airlines for the long-haul flights of the big network airlines. Otherwise, the recent vote in favour of Brexit has thrown a spanner in the works and the LCCs can only hope that free movement of people from the EU in the UK will be maintained.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
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

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Low-cost Carriers in Europe - August 2016

Report Price: £295.00 | \$477.74 | €374.74

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

## Table of Contents

### Introduction

### Data Sources

### Overview

Figure 1: Spending\* on travel & tourism in Europe, 2015 & 2016

#### Trend in air passengers

Figure 2: Trend in air passengers in major European markets, 2010-18

### Airline Market Shares

Figure 3: Market share of leading European LCCs\* in terms of passengers & flights, July 2014-June 2015

#### Closing the gap with legacy carriers

Figure 4: Passenger market shares of legacy carriers & two biggest LCCs, 2015

#### Market share based on seat capacity

Figure 5: European airline market shares, 2000-15

Figure 6: Leading airlines by major country market in Europe\*, ranked by departing seat capacity, 2015

#### LCCs leading growth in intra-Europe capacity

Figure 7: Intra-European air routes: Top 20 airline groups by share of scheduled seats, Summer 2016, & their seat growth versus Summer 2015

#### Destinations served

Figure 8: Countries served, destinations, routes, employees by LCC, June 2015

#### Aircraft fleets

Figure 9: Aircraft fleets of major LCCs in Europe, June 2015

#### LCC business model

#### High load factors

#### European LCC airport presence

Figure 10: easyJet & Ryanair presence at the 10 major European hub airports, 2016

#### LCCs as feeders for long-haul flights

#### A change in Ryanair's strategy

#### A search for further growth

Figure 11: Annualised growth rate of revenue for easyJet & Ryanair, 2001-15

#### Advantage for legacy carriers

#### Still impediments to be overcome, however...

#### Revenue sharing and luggage handling

#### LCCs will grow anyway...

### European LCC Profiles

#### Air Berlin

#### Losing money

Figure 12: Trend in Air Berlin passenger numbers, 2008-15

#### Aircraft fleet

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: 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 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Low-cost Carriers in Europe - August 2016

Report Price: £295.00 | \$477.74 | €374.74

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

Figure 13: Air Berlin's fleet, 31 March 2016

## easyJet

### A loss in the first fiscal half

Figure 14: Fiscal first-half performance for the period ended 31 March 2016

### Country markets

Figure 15: easyJet's 15 leading country markets, August 2015

Figure 16: easyJet market shares (seat capacity) by country, 2015

### France targeted for growth

### Airports

Figure 17: easyJet's market share at key airports, 2015

Figure 18: Number of market pairs flown between primary airports, 2016

### Catering to business travellers

### easyJet's loyalty programme

### EasyJet looking to recruit 450 pilots

### Aircraft fleet

Figure 19: easyJet's fleet as of 31 March 2016

### Future fleet development

Figure 20: Future composition of easyJet's fleet, FY 2015-FY 2022\*

## Eurowings

### Aircraft fleet

Figure 21: Eurowings fleet, May 2016

## HOP!

### Aircraft fleet

Figure 22: HOP!'s aircraft fleet, 2016

## Norwegian Air Shuttle

### Impressive growth

Figure 23: Key performance data for Norwegian Air Shuttle, 2008-15

### Financial results

Figure 24: Financial results, 2008-15

### Aircraft fleet

Figure 25: Norwegian's committed fleet development plan, 2015-18

## Pegasus

Figure 26: Key performance indicators, 2014-15

### Aircraft fleet

Figure 27: Pegasus' fleet by type of aircraft & asset holding structure, December 2015

Figure 28: Forecasted growth of Pegasus' fleet, 2016-20

## Pobeda

### Aeroflot has launched Pobeda

### Aircraft fleet

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: 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 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Low-cost Carriers in Europe - August 2016

Report Price: £295.00 | \$477.74 | €374.74

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

## Airports

### Ryanair

Passengers exceed 100 million in FY 2016

Figure 29: Projected growth in Ryanair passengers, FY 2016-FY 2024

Italy, the biggest country market

Figure 30: Ryanair's leading country markets, August 2015

Fastest-growing airports

Figure 31: Ryanair destination airports ranked by growth in weekly departing seats, August 2014-15

A low-cost producer

Figure 32: Ryanair cost per passenger (ex-fuel) compared to five other LCCs, 2015

Profit up despite terror attacks and strikes

Figure 33: Ryanair's results & performance metrics, FY 2014/15-FY 2015/16

'Always Getting Better'

Year 1

Year 2

Year 3

Outlook for FY 2016/17

Aircraft fleet

Figure 34: Ryanair's fleet expansion, 2015-24

Ryanair Rooms

'Ryanair Holidays' on the way

Transavia

Figure 35: Trend in Transavia Netherlands passengers, 2006-15

Transavia France

Commercial initiatives

Spain is the main destination

Figure 36: Transavia's top-12 destinations by weekly departures from Dutch airports, September 2014 & September 2015

Performance and fleet

Figure 37: Performance data & fleet, 2011-15

Volotea

Figure 38: Volotea's destinations, 2016

Aircraft fleet

Vueling

Figure 39: Vueling's financial results, 2015

Aircraft fleet

Figure 40: Vueling's fleet, April 2016

Wizz Air

Routes and airports

77 routes added but only 12 discontinued

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: 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 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Low-cost Carriers in Europe - August 2016

Report Price: £295.00 | \$477.74 | €374.74

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

### Country markets

Figure 41: Top-15 airports & country destinations for summer 2016\*

### A true ULCC

#### Aircraft fleet

Figure 42: Wizz Air's fleet, 2016

Figure 43: Wizz Air's fleet deployment by country, 2015-16

### Wow air

#### Iceland to California

#### Aircraft fleet

Figure 44: Wow air's fleet, 2016

### What Next?

More long-haul LCC flights?

Norwegian Air Shuttle increasing its transatlantic flights

Cork-Boston next

Brexit bad for European LCCs

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: 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 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)