



Euromonitor
International

Airlines in Malaysia

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Passenger demand surges as low cost carriers category intensifies competition
Leveraging technologies for personalised seamless customer experience

PROSPECTS AND OPPORTUNITIES

Full service carriers to focus on efficiency and loyalty in face of competition from low cost carriers
Increased airport capacity and increasing connectivity likely to provide a big boost to air travel over the forecast period

CATEGORY DATA

- Table 1 - Airlines Sales: Value 2019-2024
- Table 2 - Airlines Online Sales: Value 2019-2024
- Table 3 - Airlines: Passengers Carried 2019-2024
- Table 4 - Airlines NBO Company Shares: % Value 2019-2023
- Table 5 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024
- Table 6 - Low Cost Carriers Brands by Key Performance Indicators 2024
- Table 7 - Full Service Carriers Brands by Key Performance Indicators 2024
- Table 8 - Forecast Airlines Sales: Value 2024-2029
- Table 9 - Forecast Airlines Online Sales: Value 2024-2029

EXECUTIVE SUMMARY

- Travel in 2024
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
- What next for travel?

MARKET DATA

- Table 10 - Surface Travel Modes Sales: Value 2019-2024
- Table 11 - Surface Travel Modes Online Sales: Value 2019-2024
- Table 12 - Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 13 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 14 - In-Destination Spending: Value 2019-2024
- Table 15 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/airlines-in-malaysia/report.