



Euromonitor
International

Airlines in Spain

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Ryanair route withdrawals create opportunities for competing airlines

Premium travellers support growth as value-conscious consumers remain price sensitive

Digitalisation and AI become increasingly important across the passenger journey

Chart 1 Airlines Sales: Value 2021-2031

WHAT'S NEXT?

Aena's net zero target is set to accelerate fleet renewal and cleaner operations

Higher ticket prices and rail expansion are expected to encourage modal substitution

AI adoption and market segmentation are set to reshape competition

Chart 1 Forecast Airlines Sales: Value 2021-2031

COMPETITIVE LANDSCAPE

Cost pressures and route adjustments reshape competition among leading airlines

Chart 1 Airlines GBO Company Shares: % Value 2021-2026

PRODUCTS

Digital tools and premium experiences reshape the passenger journey

Iberia GPT expands personalised travel planning

AI and premium services support profitability and differentiation

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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