



# Airlines in Malaysia

September 2024

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## Airlines in Malaysia - Category analysis

### 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

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