

# Singapore Airlines (SIA) 2017: Company Profile, Swot Analysis, Market Share, Size, Growth, Analysis and Forecast to 2022

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*This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies*

PUNE, INDIA, October 17, 2017 /EINPresswire.com/ -- ABOUT THIS REPORT

Operating four airlines under one roof is expected to allow [Singapore Airlines](#) Group to have wider regional exposure and the ability to tap into both budget and luxury consumer segments. Nonetheless, the financial performance of the airline in the last couple of years has been rather modest which requires more focus by the carrier on achieving synergies between its brands, streamlining of its route network as well as a more tailored approach regarding its regional partnerships.

Singapore Airlines has had two consecutive years of soaring profits, thanks to the declining price of oil. Growth has also been fuelled by the success of subsidiaries like Silkair and Scoot. Singapore Airlines has increased its stake in Tigerair to 90%, and is merging Scoot and Tigerair under the Scoot brand as of 2017, creating a stronger LCC product. Scoot will fly on long haul routes, as SIA aims for more internationalisation in response to growing competition in the Asia Pacific region.

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