

---

# S&P TEST

SWOT & PESTLE.com

---

## VUELING S.A. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Vueling S.A.

**Company Sector :** Aviation

**Operating Geography :** Spain, Europe, Global

**About the Company :**

Vueling S.A. is a Spanish low-cost airline headquartered in El Prat de Llobregat, Greater Barcelona, with hubs at Barcelona-El Prat (main), Paris-Orly Airport in Paris, France, and Leonardo da Vinci-Fiumicino Airport in Rome, Italy (secondary). It is Spain's largest airline in terms of fleet size and number of destinations. Vueling served 122 destinations in Africa, Asia, Europe, and the Middle East as of 2022, having carried more than 34 million passengers. It has been an operating as subsidiary of International Airlines Group, the parent company of British Airways and Iberia, since 2013. Vueling was founded on February 10, 2004, and began operations on July 1, 2004, with a flight between Barcelona and Ibiza. Apax Partners (40%), Inversiones Hemisferio (Grupo Planeta) (30%), Vueling's management team (23%), and V.A. Investor (JetBlue Airways) (7%) were the company's initial major shareholders. Vueling has won the award for the “Best Low-Cost Airline in Europe 2021” at the World Airline Awards.

The USP of Vueling lies in it being the largest airline in Spain. Vueling’s mission statement states, “We love connecting people and places, creating value for our shareholders, employees, customer and society whilst shaping our future in a sustainable way.”

**Revenue :**

1016 million – FY ending 31st December 2021

574 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Vueling S.A. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Spain's largest low-cost airline</li> <li>2.Diversified fare option to suit various needs of people</li> <li>3.Strong focus on continued network expansion</li> <li>4.Strong performance amongst all the subsidiaries of IAG during uncertain times like the COVID-19</li> <li>5.Strong alliances with Iberia and British Airways</li> </ul>	<ul style="list-style-type: none"> <li>1.Frequent cancellation of flights due to cabin crew strikes</li> <li>2.Frequent internal flight issues will lose customer's faith in the airline</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rising demand of the customers for payment through cryptocurrency</li> <li>2.Launch of metaverse ticket sales to enhance customer experience</li> <li>3.Boost in connections with long-distance flights through virtual interlining service</li> <li>4.UK is the biggest market for Spanish tourism, boosting the airline service of Vueling</li> </ul>	<ul style="list-style-type: none"> <li>1.Negative impact of inflation on the aviation industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Vueling S.A. is given below:

Political	Economical
1.Russia-Ukraine war has led to cancellation of flights	1.Impact of inflation on the aviation industry 2.Impact of COVID-19 restrictions on the flights
Social	Technological
1.Airlines are increasing their presence in metaverse to enhance customer experience	1.Modern digital infrastructure for world-class service delivery 2.Use of interline technology to enhance customer experience
Legal	Environmental
1.Imposition of fines due to law violations	1.Use of sustainable fuels in the aircrafts 2.Commitment to sustainability by implementing various initiatives

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Vueling S.A.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**