

---

# S&P TEST

SWOT & PESTLE.com

---

## IBERIA 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 :** Iberia

**Company Sector :** Aviation

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

**About the Company :**

Iberia (Iberia Líneas Aéreas de España, S.A.) is a Spanish airline company headquartered in Madrid, Spain. It was founded on June 28, 1927, making it one of the oldest airlines in the world. Iberia operates scheduled flights to over 90 destinations across Europe, Africa, the Middle East, Asia, and the Americas. It is a member of the Oneworld alliance, which is one of the world's largest airline alliances, and it has codeshare agreements with several other airlines. Iberia's main hub is Madrid-Barajas Airport, and it operates a fleet of over 130 aircraft, including Airbus A319, A320, A321, A330, A340, and A350, as well as Bombardier CRJ-1000 and ATR 72-600 aircraft. The airline offers different classes of service, including Economy, Premium Economy, Business, and First Class. In addition to passenger transportation, Iberia also provides cargo services through its subsidiary, Iberia Cargo. Iberia has received several awards for its service and quality, including being named the "Best Airline in Southern Europe" by Skytrax in 2021. As of early 2023, Iberia employed over 11,400 people.

The USP of Iberia lies in it being the largest and oldest Spanish airline. Iberia's mission is to always be the best option for both leisure and business travelling.

**Revenue :**

2,784 million– FY ending 31st December 2021

2,259 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Iberia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Largest Spanish airline and leader between Europe and Latin America</li> <li>2.Three strong complimentary businesses</li> <li>3.Strong backing of its parent company, IAG Group</li> <li>4.Europe's most punctual airline in 2022</li> </ul>	<ul style="list-style-type: none"> <li>1.Frequent flight cancellations due to workers' strike</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic acquisition of rival airline</li> <li>2.Codeshare partnerships to facilitate network extension</li> <li>3.Modern Airline Retailing program to advance customer centricity and value creation in the airline industry</li> <li>4.Focus on its long-haul markets: Latin America and the United States to drive growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Increase in ticket prices due to rising fuel costs</li> <li>2.High competition from LCC players in Spain</li> <li>3.Unionised Swissport workers strikes across Spanish airports to impact operations</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Iberia is given below:

Political	Economical
1.Banning of flights in Russia amidst the Russia-Ukraine war	1.Increasing inflation is impacting workers 2.Air transport sector a major contributor to Spanish economy
Social	Technological
1.Partnership to provide flexible pricing deals 2.Higher passenger facilitation and cost competitiveness than the European average to drive tourism growth	1.Implementation of virtual reality for in-flight entertainment 2.Integrating technology for overhauling of distribution processes
Legal	Environmental
1.Imposition of heavy penalties due to flight cancellations	1.Increasing use of SAF by the airlines 2.Commitment to achieve net-zero emission across operations 3.Initiatives to reduce wastage

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

The complete report for **Iberia** 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)**