



Euromonitor
International

Airlines in Malaysia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Route expansion, airport revitalisation and ancillary revenue streams contribute to fast growth in retail value sales

Low cost carriers lead as Malaysians trade down to increase trip frequency

PROSPECTS AND OPPORTUNITIES

Infrastructure upgrades and strong regional ties set to propel development and growth opportunities

Ramping up frequencies on core routes and route expansion, fleet modernisation and online strategies are key ways to gain a competitive edge

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[Travel in Malaysia - Industry Overview](#)

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DISCLAIMER

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