

Global Inflight Retail and Advertising Market Size Study, by End-User (Commercial Aviation, Business Aviation), by Mode (Advertising, Retail), by Seat Class (First Class, Business Class, Economic Class, Premium Economic Class), by Operation (Stored, Streamed), and Regional Forecasts 2022-2032

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Abstracts

Global Inflight Retail and Advertising Market is valued approximately at USD 3.30 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.82% over the forecast period 2024-2032. Inflight Retail and Advertising comprises commercial activities aimed at generating revenue during flights through in-flight e-commerce and advertising. In-flight advertisements include commercials and promotional content displayed through various channels within the airplane cabin, such as seatback screens, overhead screens, and in-flight apps. Additionally, in-flight retail facilitates the sale of goods and services to airline passengers during their flight. This includes branded products, travel essentials, electronics, and more, which enhances brand visibility and recognition among an international customer base.

The Global Inflight Retail and Advertising Market is driven by increasing airline passenger traffic, which has been rising due to factors such as the demand for air travel, improved airport infrastructure, and better economic conditions. This consistent growth in global air passenger traffic is expected to continue, providing a solid foundation for the in-flight retail and advertising market. Moreover, offering exclusive deals and promotions available during the flight is driving immediate action and increasing advertisement effectiveness. These time bound offers create a sense of urgency, encouraging passengers to make on-the-spot purchases. Airlines can capture the attention of travelers by highlighting unique products or special discounts accessible solely during the flight, thereby enhancing value and convenience for passengers.

However, the limited inflight connectivity poses a significant restraint for the effective implementation of in-flight retail and advertising services. The lack of universal high-speed, reliable internet access on all flights or in all regions hinders the functionality of real-time services. This limitation affects the ability to offer dynamic content, real-time inventory management, and up-to-date advertising, thereby impacting the overall efficiency of these services.

The key regions considered for the Global Inflight Retail and Advertising Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, the North America region is poised to claim the highest market share driven by the rapid expansion of its aviation sector, fueled by economic growth and a burgeoning middle class. Airlines in North America are leveraging advanced digital technologies to enhance inflight connectivity and entertainment, providing ample opportunities for retail and advertising. Additionally, competitive pressures are pushing airlines to explore new revenue streams, while cultural trends towards consumerism and strategic partnerships with e-commerce platforms are further boosting inflight sales and engagement. Furthermore, the market in Asia Pacific is anticipated to develop at the fastest rate over the forecast period 2024-2032.

Major market players included in this report are:

EAM Advertising LLC

MaXposure Media Group (I) Pvt. Ltd.

INK

Onboard Partners

Atin OOH

Zagoren Collective

Blue Mushroom

Panasonic Avionics Corporation

Eagle

IMM International

The detailed segments and sub-segment of the market are explained below:

By End-User:

- Commercial Aviation
- Business Aviation

By Mode:

- Advertising
- Retail

By Seat Class:

- First Class
- Business Class
- Economic Class

- Premium Economic Class

By Operation:

- Stored
- Streamed

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy
- ROE

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico
- RoLA

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major

regions.

- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market

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