

# 2020-2025 Global Inflight Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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## Abstracts

In-flight advertising refers to the advertising that is meant for targeting potential on board consumers in an airline. It basically comprises commercials during in-flight entertainment programs, advertisements on boarding passes, in in-flight magazines, overhead storage bins, and setback tray tables, and sales pitches by flight attendants. The advertisements can be tailored till the destination of the traveler or various destinations of the airlines for the purpose of promoting shopping, businesses, hotels, and restaurants. Boarding pass advertising completely relies on the employment of targeted advertising technologies. When a passenger checks on-line, he/she has the option to click on the several advertisements suggested on the passenger's boarding pass. At the time of printing the boarding passes, the advertisements will automatically get printed.

This report elaborates the market size, market characteristics, and market growth of the Inflight Advertising industry, and breaks down according to the type, application, and consumption area of Inflight Advertising. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Inflight Advertising in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Inflight Advertising market covered in Chapter 13:

Blue Mushroom  
MaXposure Media Group (I) Pvt. Ltd.  
Agency Fish Ltd.  
INK  
InterAir Media  
Global Eagle  
Spice Jet Airline  
Rockwell Collins Inc.  
Ryanair Ltd.  
EAM Advertising LLC  
Atin OOH  
Emirates Airline  
Zagoren Collective  
Global Onboard Partners,  
Cinderella Media Group Ltd.  
IMM International

In Chapter 6, on the basis of types, the Inflight Advertising market from 2015 to 2025 is primarily split into:

Video  
Inflight Magazines  
Display Systems  
Baggage Tags  
In-flight Apps  
Others

In Chapter 7, on the basis of applications, the Inflight Advertising market from 2015 to 2025 covers:

Take-off Period  
Inflight  
Landing Period  
Departure Lounge  
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States  
Europe  
China  
Japan  
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States  
Canada  
Mexico

Europe (Covered in Chapter 9)

Germany  
UK  
France  
Italy  
Spain  
Others

Asia-Pacific (Covered in Chapter 10)

China  
Japan  
India  
South Korea  
Southeast Asia  
Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia  
UAE  
South Africa  
Others

South America (Covered in Chapter 12)

Brazil  
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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