

COVID-19 Outbreak-Global Inflight Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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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.

The Inflight Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Inflight Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Inflight Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Inflight Advertising market covered in Chapter 12:

EAM Advertising LLC

Zagoren Collective

Agency Fish Ltd.

Cinderella Media Group Ltd.

Emirates Airline

Blue Mushroom

INK

IMM International

InterAir Media

Atin OOH

Ryanair Ltd.

MaXposure Media Group (I) Pvt. Ltd.

Global Eagle

Global Onboard Partners,

Rockwell Collins Inc.

Spice Jet Airline

In Chapter 4 and 14.1, 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 5 and 14.2, 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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia
Chile
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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Figure Market Volume and Growth Rate Forecast of Others (2020-2025)

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