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Europe InFlight Wifi Market Demand & Opportunity Outlook 2021

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Abstracts

The European in-flight Wi-Fi market is anticipated to register a healthy CAGR rate of >18% during 2015-2021. With a larger proportion of the European population getting access to the internet, the desire of the population to remain connected while travelling in air is expected to impel which would drive the in-flight Wi-Fi market in the region.

In addition to that, rising penetration of smartphones and formulation of favorable guidelines by the aviation authorities (Federal Aviation Administration in the U.S. allowed use of portable electronic devices in the planes) for the use of in-flight Wi-Fi services inside an aircraft would further bid to boost the airborne wireless connectivity market over the next few years. In terms of market size, Germany is projected be the most attractive market for the in-flight Wi-Fi providers and investors during the covered forecast period.

The reason behind this could be attributed to the steps taken by the major in-flight Wi-Fi providing airline company of Germany i.e. Lufthansa to switch to narrow and slim seats in order to accommodate more passengers in its shorter distance flights in the coming 4-5 years.

In terms of highest compound annual growth rate (CAGR), rest of Europe is expected to be the most attractive market of in-flight Wi-Fi in future

The GDP growth in the European region has slowed down in the past one year owing to a negative impact of the Greek recession in the European economy. Due to this slowdown of the European economy, the year-on-year (Y-O-Y) growth rate in almost all the European countries would witness a continuous decline during 2015-2016 as stated from the above graph.

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Initially, the passenger traffic at the airports in Europe declined from 1.8% in 2012 to 0.6% in 2013. But, with the commencement of the year 2014, the passenger traffic started rising and the growth rate climbed to 4.6% in comparison to 2013. Further, in 2015, the passenger traffic at airports again witnessed a growth at an average of 5.2% over 2014.

However, lack of safety and security, higher costs and lack of technology are some of the major challenges that would restrain the growth of in-flight Wi-Fi market during the forecast period.

The global in-flight Wi-Fi market is segmented on the basis of type such as hardware and services. . By 2021, the service segment is believed to have the highest market share by 2021.

On the basis of technology, the market is segmented into two main types i.e. ATG (Air-to-Ground) and satellite technology. The ATG technology covered the largest segment of the market in 2015, but owing to larger adoption of the satellite based technology by the airline companies, the satellite segment is anticipated to observe the highest compound annual growth rate (CAGR) of 22.03% during 2015-2021.

The Europe in-flight WiFi market is being studied on the basis of country and their performance in recent years. Further, Europe in-flight Wi-Fi market is projected to exhibit a strong CAGR (Compound annual growth rate) of >10% and expand at an average of USD 2156 million every year during the covered forecast period of 2015-2021.

It has been noticed that Europe captured the highest share in global in-flight Wi-Fi market in 2015 followed by Europe. Maintaining the same trend, Europe is projected to dominate the global inflight WiFi market between 2015 and 2021. Asia Pacific region is anticipated to grow at a rapid pace owing to some of the major factors such as robust economic growth, rising disposable income and increasing penetration of smartphones.

The key players of the in-flight Wi-Fi market include ViaSat, Honeywell International Inc., Global Eagle Entertainment, Thales Group, SITA, Kymeta Corporation, Gogo Inc. etc.

Key Answers Captured in Report?

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Which geography would have better demand for product/services?

What are the strategies adopted by big players in the regional market?

Which country would see the steep rise in CAGR & year-on-year (Y-O-Y) growth?

What is the current & expected market size in next five years?

What is the market feasibility for long term investment?

What opportunity the country would offer for existing and new players in the market?

What is risk involved for suppliers in the geography?

What factors would drive the demand for the product/service in near future?

What is the impact analysis of various factors in the market growth?

What are the recent trends in the regional market and how successful they are?

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