

Report Information

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Inflight Advertising Market Research Report - Forecast to 2032

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Description:

Global Inflight Advertising Market Overview

Inflight Advertising Market Size was valued at USD 2.34 Billion in 2023. The Inflight Advertising market industry is projected to grow from USD 2.61378 Billion in 2024 to USD 5.68 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 10.18% during the forecast period (2024 - 2032). Increased passengers and increasing interest in online advertising are the key market drivers enhancing market growth.

Inflight Advertising Market

Source Secondary Research, Primary Research, MRFR Database, and Analyst Review

Inflight Advertising Market Trends

Growing smartphone usage among people around the world is driving the market growth.

Market CAGR for inflight advertising is driven by the growing use of smartphones and other forms of customized computing have allowed advertisers to specifically target groups of consumers based on characteristics like age, income, and level of education to increase sales of a certain product. Innovative in-flight advertising is gradually merging these components into its blend of sound, sight, and motion, resulting in a more engaging experience for passengers and a greater impact for the advertised brands. As air travel grows in popularity, airlines and advertisers are seeing the benefits of targeting passengers while they are in the air.

Additionally, most flyers prefer to relax by watching movies or reading publications. The news, sports, short videos, and feature-length films available on big and tiny screens are all products of the media industry. It allows advertisers to create ads specific to seat class, screen size, and ad type. Ads for hotels, restaurants, and other businesses on planes change to reflect the region flown through and the language spoken there. The number of companies using in-flight advertisements is expected to grow in future years as more companies discover the benefits of reaching their target demographic. Advertisers will likely take advantage of in-flight advertising as the number of economy-class passengers rises and airlines continue to provide low-priced tickets. There is a direct correlation between the causes above with the growth of the international in-flight advertising market.

For instance, Panasonic Avionics has opened a new software design center as part of an organization-wide push to aid airlines in realizing their passenger digital engagement vision through cutting-edge in-flight entertainment (IFE) hardware, best-in-class enterprise software, seamless high-speed connectivity, and worldwide support through maintenance, repair, and overhaul (MRO) services. As a result, it is anticipated that demand for in-flight advertising will increase throughout the projection period due to the rising use of the Internet. Thus, the driving factor is inflight advertising market revenue.

Inflight Advertising Market Segment Insights

Inflight Advertising Product Insights

The inflight advertising market segmentation, based on product, includes inflight magazines, display systems, baggage tags, in-flight apps, and others. In 2022, the display systems segment led the inflight advertising market in revenue because digital billboards or video screens can be viewed on the windshield displays, seatback screens, and overhead bins of a vehicle equipped with a display system. Ads on these screens can reach shoppers right where they are purchasing.

Inflight Advertising Aircraft Type Insights

The inflight advertising market segmentation, based on aircraft type, includes business and passenger aircraft. The passenger aircraft segment is expected to develop at a CAGR of 11.7% over the projected period, making up the largest market share due to In-flight ad companies teaming up with streaming services to bring a more tailored and exciting experience to customers.

Figure 1: Inflight Advertising Market by Application, 2022 & 2032 (USD Billion)

Inflight Advertising Market by Application, 2022 & 2032 (USD Billion)

Source Secondary Research, Primary Research, MRFR Database, and Analyst Review

Inflight Advertising Regional Insights

By region, the study provides market insights into North America, Europe, Asia-Pacific, and the Rest of the World. The North American inflight advertising market will dominate because the high volume of air passengers and many major airlines and airports that act as vital hubs for international travel are all contributing factors. In addition, this is mostly attributable to airlines' increasing reliance on in-flight entertainment systems in this region.

Further, the major countries studied in the market report are The US, Canada, Germany, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 2: INFLIGHT ADVERTISING MARKET SHARE BY REGION 2022 (USD Billion)

INFLIGHT ADVERTISING MARKET SHARE BY REGION 2022 (USD Billion)
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Source Secondary Research, Primary Research, MRFR Database, and Analyst Review

Europe's inflight advertising market accounts for the second-largest market share because of many budget carriers and heavy business and vacation travel throughout Europe. Further, the German inflight advertising market held the largest market share, and the UK inflight advertising market was the fastest-growing market in the European region.

The Asia-Pacific inflight advertising market is expected to grow at the fastest CAGR from 2023 to 2032. It is due to digitalization is improving the aircraft industry's technical outlook, population growth, the rise of low-cost flights, and the development of airports. Therefore, increased rates of expansion are anticipated for the foreseeable future. Moreover, China's inflight advertising market held the largest market share, and the Indian inflight advertising market was the fastest-growing market in the Asia-Pacific region.

Inflight Advertising Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development to expand their product lines, which will help the inflight advertising market grow even more. Market participants are also undertaking various strategic activities to expand their footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, the inflight advertising industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics manufacturer use in the inflight advertising industry to benefit clients and increase the market sector. In recent years, the inflight advertising industry has offered some of the most significant technological advancements. Major players in the inflight advertising market, including Panasonic Avionics Corporation, Eagle, IMM International, Onboard Partners, Atin OOH, Zagoren Collective, Blue Mushroom, and others, are attempting to increase market demand by investing in research and development operations.

Panasonic Avionics Corporation is the industry standard when it comes to in-flight electronics. Since its founding in 1979, the company has been a forerunner in the industry, introducing groundbreaking technologies that boost airline customers' loyalty (as measured by Net Promoter Score), additional income (via new services), and operational efficiency. More than 15,000 commercial aircraft equipped with Panasonic Avionics IFE systems and more than 3,400 aircraft equipped with satellite Wi-Fi connectivity are flown by the world's leading airlines. The largest support and services team employing OEM insights powers roughly 70% of the world's IFE-equipped fleet and is supported by Panasonic Avionics. Over 3,500 people work at Panasonic Avionics Corporation, which has 50 offices in 20 countries and a headquarters in California. In April 2023, Spatial Audio, a 3D theatrical surround sound experience, will soon be available to airline passengers thanks to a partnership between Panasonic Avionics Corporation (Panasonic Avionics), the world's leading supplier of in-flight entertainment and connectivity systems (IFEC), and HEAR360 Inc., the leader in advanced audio solutions.

Anuvu's team of professionals expertly manages connectivity and content requirements for the most demanding mobility sectors, including airlines, cruise lines, and mission-critical maritime, energy, and government applications. We have a track record of success in meeting the ever-changing demands of our clientele because we have maintained strong relationships with them over the years. We at Anuvu take great pride in our flexible and agile technique, which allows us to include the most cutting-edge technologies to provide the best possible service to our clients now and in the future. Our company focuses on supplying clients with dependable, scalable, and cost-effective solutions so that they may meet the ever-changing needs of their passengers and visitors. Anuvu's intellectual leadership and groundbreaking innovations define the next-generation passenger experience by providing comprehensive solutions unique to each client's brand and service objectives. In January 2023, Anuvu declared its status as an authorized reseller of Starlink's connection. These antennas retail for \$2,500, and Anuvu is the first maritime technology reseller to supply them. By partnering with Starlink as a reseller, Anuvu can provide customers with the fastest connections possible across the network.

Key Companies in the Inflight Advertising market include

- Panasonic Avionics Corporation
- Eagle
- IMM International
- EAM Advertising LLC
- MaXposure Media Group (I) Pvt. Ltd.
- INK
- Onboard Partners
- Atin OOH
- Zagoren Collective
- Blue Mushroom

Inflight Advertising Industry Developments

For Instance, March 2023 Anuvu, the industry-leading provider of high-speed connectivity and entertainment for

demanding mobility markets, has announced exclusive partnerships with TheSoul Publishing, Mindvalley, and WaterBear to provide new educational, wellness, and sustainability content to the aviation and maritime industries.

For Instance, January 2022 Panasonic Avionics is happy to report that a distribution deal has been signed with OneWeb. This game-changing in-flight connectivity provider will utilize Panasonic's high-speed, low-latency LEO network. Our unmatched in-flight connection is made possible by a hybrid of low Earth orbit (LEO) satellite services and our geostationary (GEO) network, which is the best in the business. A genuine multi-orbit strategy that lets airlines and travelers make the most of both systems.

For Instance, October 2022 Launching 4G/5G LTE integrated data connectivity near shore and at port for all Anuvu maritime verticals, including yacht, energy, cruise, and commercial shipping, is an important step toward Anuvu's goal of becoming the go-to provider of high-speed connectivity and entertainment solutions for demanding mobility markets.

Inflight Advertising Market Segmentation

Inflight Advertising Product Outlook

- Inflight Magazines
- Display Systems
- Baggage Tags
- In-Flight Apps
- Others

Inflight Advertising Aircraft Type Outlook

- Business Aircraft
- Passenger Aircraft

Inflight Advertising Regional Outlook

- North America
 - US
 - Canada
- Europe
 - Germany
 - France
 - UK
 - Italy
 - Spain
 - Rest of Europe
- Asia-Pacific
 - China
 - Japan
 - India
 - Australia
 - South Korea
 - Australia
 - Rest of Asia-Pacific
- Rest of the World
 - Middle East
 - Africa
 - Latin America

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