Middle-East and Africa Inflight Entertainment and Connectivity - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

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Report description:

 The Middle-East and Africa Inflight Entertainment and Connectivity Market size is estimated at USD 121.37 million in 2024, and is expected to reach USD 224.22 million by 2029, growing at a CAGR of 13.06% during the forecast period (2024-2029).

 The COVID-19 pandemic had a major effect on the Middle East and Africa Inflight Entertainment and Connectivity Market. The onset of the pandemic led to various countries within the Middle East and Africa region closing their borders, imposing travel restrictions, and suspending flights in an effort to contain the virus. The border and travel restrictions led to a decline in the number of air traffic passengers. Moreover, the demand for purchasing new aircraft witnessed a decline and this led to an overall decline in the demand for advanced inflight entertainment systems leading to various manufacturers of inflight entertainment systems witnessing huge losses. On the other hand, with the decline in the COVID-19 pandemic, various windows of opportunities have once again opened up in the market. With various countries in the European Union lifting travel bans and restrictions, there has been an increase in the number of air passenger traffic in the European region in the few years. The increase in air passenger traffic has also propelled growth in the production of newer aircraft to accommodate air passenger traffic. This led to various countries in the Middle East and African region planning out programs in order to equip their aircraft with the latest inflight entertainment systems thus providing an opportunity for inflight entertainment system manufacturers to develop advanced systems and increase their profit margin. Thus, such developments will lead to the market witnessing significant growth during the forecast period.

 The Middle East has some of the most profitable airlines in the world. The increasing demand for IFEC systems in the region is mainly due to the growing passenger traffic in the region. Many FSCs in the Middle East possess higher seat occupancy rates for first and business-class cabins, in which the passengers demand better IFEC provisions. Airlines in the region are traditionally known for their better passenger amenities compared to airlines from other regions in the world. The high level of competition

among the Middle Eastern airlines is also driving investments in the market.

MEA Inflight Entertainment and Connectivity Market Trends

The Connectivity Segment is Expected to Witness Significant Growth During the Forecast Period

By product type, the connectivity segment is expected to witness significant growth during the forecast period. The demand for connectivity has witnessed significant growth during recent years which has led to various passengers prioritizing connectivity over other amenities which are provided to them in-flight. To cater to this demand, the airlines in the Middle East and African region have collaborated with various inflight connectivity providers to integrate their existing systems with LTE technology and satellite communication technology.

Moreover, the airlines in the Middle East and African region are currently focusing on providing passengers with high-speed and reliable connectivity, which is driving the demand in the market in this region. The increasing number of partnerships for better inflight connectivity is helping the growth of the segment. In the present scenario, companies such as Immarsat and Panasonic Corporation are engaged in the providing better connectivity services on board flights in the Middle East and African region. For Instance, in 2022, In-flight entertainment and communication systems company Panasonic Avionics Corporation has announced agreements with both Iraqi Airways and Saudi Arabian Airlines. For Iraqi Airways Panasonic will help in providing in-flight entertainment and connectivity (IFEC) in the new fleet of 21 narrowbodies and ten widebody aircraft. The aircraft will be line-fitted with Panasonic's X Series IFE solutions and will enter service in October 2022. Thus, such developments will propel the growth of the market in the near future.

The United Arab Emirates is Expected to Witness Significant Growth During the Forecast Period

The United Arab Emirates is expected to witness significant growth during the forecast period. An increase in the number of fleet modernization plans and higher international passenger traffic to and from the country. The presence of globally renowned airlines, like Emirates and Etihad, which are known to invest highly in passenger amenities, is also helping the growth of the market in the country. These airlines are increasingly collaborating with various global players to provide better IFEC services to passengers. The most prominent inflight entertainment which can be experienced by a passenger onboard an aircraft in the United Arab Emirates is the inflight entertainment system which is known as ICE and is currently being used by Emirates airlines. ICE stands for Information, Communication, and Entertainment. The ICE system features various entertainment content for the passengers ranging from movies, news, music, and podcasts amongst others. By making use of the system, a passenger can check the flight status as well as get a live view of the outside conditions through the external cameras which is fitted on the aircraft. Moreover, a passenger is also able to send messages as well as attend calls while in the air. Moreover, in 2022, Emirates Airways announced that they have invested USD 350 million to equip their 50-strong fleet of Airbus A350 with the next-generation inflight entertainment solutions which are being developed by Thales in order to increase the passenger onboard experiences. Thus, such developments will lead to the marker witnessing significant growth during the forecast period.

MEA Inflight Entertainment and Connectivity Industry Overview

The prominent players in the Middle East and African inflight entertainment and connectivity market are Gogo Inc., Thales Group, Panasonic Corporation, Viasat, Inc., and Burrana amongst others. Moreover, various players are now focusing on obtaining technical superiority over the competitors, in terms of faster data speeds and better amenities, to gain a competitive edge which will help them gain new contracts. In addition, partnerships between players will facilitate the development of new products, thereby, attracting new customers, which may help them enhance their presence in the market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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