

## **North America Inflight Entertainment and Connectivity - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

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### **Report description:**

The North America Inflight Entertainment and Connectivity Market size is estimated at USD 210.82 million in 2024, and is expected to reach USD 254.91 million by 2029, growing at a CAGR of 3.87% during the forecast period (2024-2029).

The impact of the COVID-19 pandemic on the North American inflight entertainment and connectivity market was moderate. Though the COVID-19 pandemic affected the commercial airline industry in the region, airlines in the area are expected to benefit from strong domestic demand from the United States, one of the largest domestic aviation markets in the world. This might result in an earlier recovery of the region's commercial airline industry. Passenger traffic has slowly started to recover, which is expected to help the revival of the North American inflight entertainment and connectivity market.

The increasing demand for IFEC systems is mainly due to the growth in air passenger traffic and efforts made by airlines to enhance the onboard passenger experience.

North America has some of the largest airlines in the world. The increasing investments of airlines in integrating advanced IFEC systems to enable uninterrupted content services, even to the personal devices of passengers, are resulting in the market's growth.

North America Inflight Entertainment and Connectivity Market Trends

The Connectivity Segment Dominates the Market

Currently, the connectivity segment holds the largest share of the market. The segment is also expected to dominate the market

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during the forecast period. There is an increasing demand for high-speed connectivity, propelling airlines to cater to the demand by awarding several procurement contracts to inflight connectivity providers. In North America, FSCs are constantly upgrading their existing connectivity hardware to provide faster and more reliable connectivity. Correspondingly, players in the market are launching new products to attract regional airlines. For instance, in December 2021, Canada Jetlines Operations Ltd. ('Canada Jetlines') elected Moment, a technology company that developed a wide range of infotainment solutions dedicated to the transportation and hospitality industry, to equip its growing fleet of Airbus 320 with a state-of-the-art digitization suite and in-flight entertainment portal once operations in early 2022. Such developments may bolster the market prospects for the connectivity segment of the market during the forecast period.

#### The United States Accounted for the Largest Share in the Market

The United States had the largest market share and is expected to witness a high demand for the IFEC systems during the forecast period. The high demand can be attributed to the country's domestic and international air passenger traffic increase. The United States is the largest aviation market in the world currently, and the demand for air travel is expected to grow further during the forecast period. To cater to the growing demand for air travel, airlines in the United States are placing orders for newer aircraft. Partnerships and collaborations between the local players in the United States are expected to help the growth of the market. For instance, in October 2019, Gogo Inc. announced its partnership with the US-based companies - Cisco, Airspan Networks, and FIRST RF - for the development and deployment of the new 5G network and onboard systems in US-based airlines. The advent of newer systems could eventually force airlines to eliminate incompatible and traditional inflight entertainment systems, generating a demand for new hardware. Most airlines carrying many passengers are based out of the United States. They are connecting many regions within North America, leading to higher demand from the country. On account of such factors, the United States is projected to dominate the market during the forecast period.

#### North America Inflight Entertainment and Connectivity Industry Overview

Some of the prominent players in the market are Panasonic Avionics Corporation, Gogo Inc., Thales Group, Global Eagle Entertainment Inc., and Honeywell International Inc. Innovations by the players in the industry are expected to help them gain several newer market opportunities. In August 2021, Panasonic Avionics Corporation (Panasonic Avionics), a world leader in in-flight entertainment and connectivity services, announced a series of Connectivity Bundles designed to help airlines maximize their investment in in-flight connectivity. The new Connectivity Bundles by Panasonic Avionics are available to airlines looking to onboard an in-flight connectivity service for a fixed monthly fee. The bundles provide cost certainty, remove data limitations, and help airlines increase ancillary revenue generation. Focus on such newer technologies is expected to help the growth of the players during the forecast period.

#### Additional Benefits:

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

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