SCOTTS INTERNATIONAL

Asia-Pacific Commercial Aircraft In-Flight Entertainment System - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 117 pages | Mordor Intelligence

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Report description:

The Asia-Pacific Commercial Aircraft In-Flight Entertainment System Market size is estimated at 374.6 million USD in 2025, and is expected to reach 589 million USD by 2030, growing at a CAGR of 9.48% during the forecast period (2025-2030).

The adoption of narrowbody aircraft for longer-haul routes by airlines in Asia-Pacific has increased

- In terms of deliveries, narrowbody aircraft dominated the Asia-Pacific market, with over 80% of the deliveries during 2017-2022. In 2020, the overall passenger aircraft category, including narrowbody and widebody, witnessed a decline of 33% in the region. Apart from travel restrictions, new aircraft procurement was also impacted due to delays by airline companies in adding new aircraft to their fleets. In terms of cabin class, economy and premium economy together accounted for around 90% of the overall narrowbody aircraft delivered in the region in 2022.
- The adoption of narrowbody aircraft on long-haul routes by airlines in Asia-Pacific has increased, thus aiding the deployment of IFE systems in these aircraft. Major carriers in the region, such as China Southern Airlines, Hainan Airlines, and All Nippon Airways (ANA), are providing IFE systems on their new narrowbody aircraft fleet.
- In-flight entertainment is integral to cabin interiors and defines a passenger's entire flight experience. The adoption of narrowbody aircraft for long-haul routes by airlines has increased, aiding the deployment of IFE systems in narrowbody aircraft. Airlines such as Vistara and Singapore Airlines are focusing on improving their business-class seats and enhancing the customer experience through IFE systems.
- During 2017-2022, China Southern and ANA were the major airlines offering IFE systems in their new narrowbody fleets in the region. Over 5,000 narrowbody aircraft are expected to be delivered in the region from 2022 to 2030. Through their huge aircraft orders for both narrowbody and widebody aircraft, these airlines may drive the growth of the commercial aircraft IFE system

market during the forecast period.

China is expected to witness the highest growth

- Asia-Pacific is expected to be one of the fastest-growing markets during the forecast period. Despite the impact of the COVID-19 pandemic on the Asia-Pacific aviation industry, domestic passenger traffic gradually witnessed growth in 2021. In 2021, the region accounted for 27.5% of the global air passenger traffic.
- The rise in the per capita income of the population due to increased economic and infrastructure development has aided the growth of the number of air passengers and supported the fleet expansion plans of domestic and regional airlines.
- During the past few years, major countries in the region, like China, India, and Japan, have witnessed a rapid increase in their passenger traffic, resulting in large orders for new aircraft from airlines operating in the region. China is driving the commercial aviation space in this region and is the largest aviation market globally. The country has developed the indigenous aircraft COMAC C919.
- The growing number of deliveries of new commercial passenger aircraft positively drove the growth of the region's commercial aircraft cabin seating market. In 2021, Boeing delivered 91 aircraft in Asia-Pacific, while 30% of the aircraft deliveries of Airbus were in Asia-Pacific.
- Thales and Panasonic are the major players that provide IFE systems in the region. Optiq displays for its AVANT IFE from Thales offer 4K high dynamic range (HDR) displays enhanced with Samsung QLED technology. Panasonic's Astrova is 7 mm thick, with a thinner frame. Due to the reduced frame, the 13.3-inch screen will be able to fit into the same space as a 12-inch screen. Thus, with the growth in deliveries of new aircraft, this segment will achieve higher growth during the forecast period.

Asia-Pacific Commercial Aircraft In-Flight Entertainment System Market Trends

The introduction of long-range narrowbody aircraft is the key market driver in Asia-Pacific

- New aircraft deliveries in Asia-Pacific are expected to register a CAGR of 11% during the forecast period. Airlines are looking to expand their fleet sizes to cater to the growing demand for air travel, which may generate significant demand for new aircraft in the region. China accounted for 37% of the total air passenger traffic in Asia-Pacific. Hence, the country is anticipated to generate the highest demand for new aircraft compared to other Asia-Pacific countries.
- During 2017-2022, a total of 2,469 new aircraft were delivered in the region. In addition, 6,000 new jets are expected to be delivered to the region between 2023 and 2030. The aircraft deliveries in the region during the historic period accounted for 42% of the total commercial aircraft deliveries worldwide. More deliveries are anticipated during the forecast period due to several factors, such as the preference for economical and smaller aircraft, the success of LCCs, and the introduction of long-range narrowbody aircraft.
- Some major airlines in the region, such as Air India, Singapore Airlines, China Southern Airlines, Qantas, Vistara, and Korea Airlines, have a backlog of over 3,500 aircraft, including a mix of both narrowbody and widebody jets. These airlines, in order to stay profitable during the COVID-19 pandemic, opted to retire some of the old aircraft models and purchase new aircraft that are fuel-efficient. As the airlines may try to maintain a younger fleet, large orders for new aircraft are expected over the next three years across Asia-Pacific countries.

An increase in international passenger traffic post the COVID-19 pandemic is driving market demand

- As cross-border travel was progressively restored in 2022 post the COVID-19 pandemic, the carriers in Asia-Pacific raced to increase their flights to meet runaway demand, stimulated by people's desire to travel and cash in on savings accumulated in the two years of isolation. As a result, in 2022, the air passenger traffic in the region recovered more rapidly from the pandemic than in the other regions. For instance, in 2022, air passenger traffic in the whole of Asia-Pacific was recorded at 1.9 billion, a growth of 6% compared to 2021 and 151% compared to 2020. Airline companies in the region are implementing fleet expansion plans to cater to the growing air passenger traffic in the major countries. China, India, Japan, and Indonesia accounted for 70% of the total air passenger traffic in the region, generating higher demand for new aircraft compared to other Asia-Pacific countries.
- Airlines in Asia-Pacific also witnessed a good recovery in international air passenger markets as travel demand continued to fuel growth despite increasingly challenging global economic conditions. For instance, in August 2022, the region recorded 13.1 million international air passenger traffic, an 836% increase compared to August 2021, when it was recorded at 1.4 million. The healthy growth in international passenger traffic in the first eight months of the year showed strong travel demand from business and leisure consumers. The rapid increase in air passenger traffic in the region is expected to drive the air transport industry in the future.

Asia-Pacific Commercial Aircraft In-Flight Entertainment System Industry Overview

The Asia-Pacific Commercial Aircraft In-Flight Entertainment System Market is fairly consolidated, with the top five companies occupying 74.87%. The major players in this market are Burrana, IMAGIK International Corp., Latecoere, Panasonic Avionics Corporation and Thales Group (sorted alphabetically).

Additional Benefits:

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

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