In-Flight Entertainment & Connectivity Market by Product Type (Connectivity, Content, Hardware), Aircraft Type (Narrow Body Aircraft, Wide Body Aircraft, Very Large Aircraft, Business Jets), Fit - Analysis & Global Forecasts to 2020

Description: The in-flight entertainment & connectivity market is expected to reach USD 5.80 billion by 2020 from USD 2.85 billion in 2015 at a CAGR of 15.23% from 2015 to 2020. Although the mature markets (such as the U.S., Germany, and the U.K.) hold larger shares in the in-flight entertainment & connectivity market, the Asia-Pacific region is expected to grow at the highest CAGR of 17.02% during the forecast period. The growth of the in-flight entertainment & connectivity market is driven by factors such as enhancing the passengers experience, technological development, and increase in number of aircraft deliveries. However, factors such as reduction in weight, regulatory framework, and associated certifications are hindering the growth of this market. Moreover, emerging economies such as India and China are creating growth opportunities for the in-flight entertainment & connectivity market.

In 2015, the hardware segment is expected to account for the largest share in the in-flight entertainment & connectivity market, by product type. Whereas, the wide body aircraft segment is expected to account for the largest share of the in-flight entertainment & connectivity market, by aircraft type.

In 2015, North America is estimated to account for the largest share of the in-flight entertainment & connectivity market. However, the Asia-Pacific region is expected to witness the highest growth rate in the in-flight entertainment & connectivity market in the coming years. This can be attributed to the increasing adoption of wireless and seat centric solutions by number of airlines in the region.

The in-flight entertainment & connectivity market comprises a few large players and several small players. The major players are as Zodiac Aerospace, GoGo LLC, Panasonic Avionics Corporation, and Thales Group. Technological advancements, the availability of new products, and evolving industry standards are propelling the growth of this market. New product launches are the key growth strategies adopted by players in the in-flight entertainment & connectivity market. This strategy was employed by players to widen and strengthen their product portfolios. Acquisitions and collaborations, agreements, and partnerships were other key areas of focus for the market players.

Customization Options:
- Company Information: Detailed company profiles of 5 additional market players
- Product Portfolio Assessment: Detailed comparison of product portfolio of the top five companies.
- Investment Opportunities Assessment: A detailed report underlining the various growth opportunities presented in the market.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market and garner a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned seven strategies for strengthening their market shares.

The report provides insights on the following pointers:
- New Product Launches: Comprehensive information on the product portfolios offered by top players in the in-flight entertainment & connectivity market.
- Acquisitions: Detailed insights on the acquisitions undertaken by the players in the market and their impacts
- Collaborations, Agreements, and Partnerships: Comprehensive information about collaborations, agreements, and partnerships undertaken by players in the market and their objectives.
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