

Airline Retailing Market Research Insights with Upcoming Trends Segmentation, Opportunities and Forecast to 2027

The "Airline Retailing Market Forecast to 2027" is a specialized and in-depth study of the industry with a special focus on the global market trend analysis.

NEW YORK, UNITED STATES, UNITED STATES, January 24, 2023 /EINPresswire.com/ -- According to The Insight Partners, Latest research report on "[Airline Retailing Market](#) Size, Revenue, Global Analysis and Forecast to 2027," the market is expected to reach US\$ 27.66 Bn by 2027, registering a CAGR of 16.4% during the forecast period 2019-2027.

The airline retail market is witnessing growth through the pre-boarding segment. This is due to the fact that the major airlines are offering an opportunity to the flyers to pre-book their merchandises, accessories, alcohol, and beauty products, among others during ticket booking. The airline customers also have the flexibility to purchase the products any time before their flights depending on the airline's terms & conditions. The key benefit of the pre-booking of products is that customers can choose the delivery of the product at the airport or on-board. This benefits the passengers by carrying a lesser quantity of the luggage, which further reduces the risk of incurring excess baggage fees.

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Some of the key players operating in the global airline retailing market are Air France/ KLM, AirAsia Group Berhad, British Airways Plc, Deutsche Lufthansa AG, Easy Jet PLC, Korean Air Lines Co., Ltd, Qantas Airways Limited , Singapore Airlines Limited, Thai Airways International Public Co., Ltd, and The Emirates Group.

The report segments the global airline retailing market as follows:

Based on Retail Type, Global Airline Retailing Market is segmented into Pre-Boarding and Post-Boarding. Based on Shopping Type, Global Airline Retailing Market is segmented into Accessories, Alcohol, Beauty Products, Merchandise, Others. Based on Carrier Type, Global Airline Retailing Market is segmented into Full Service Carrier and Low Cost Carrier. The global airline retailing market has been derived from market trends and revenue generation factors from five different regions across the globe namely; North America, Europe, Asia Pacific, Middle East, and Africa, and South America. Europe is expected to contribute largest market share by

the year 2027.

In 2018, North America the global airline retailing market accounted for the largest share, growing at a CAGR of 11.0%

North America comprises of the US, Canada, and Mexico. North America has a developed aviation market and is the most influential region in the world, and so is its aviation industry. The US has a wide array of airlines with extensively large fleet size connecting across the globe. The federal government is constantly supporting the aviation industry to gain revenues from the market. Pertaining to the continuous support, the industry is experiencing huge growth in aircraft fleet, which is increasing and associated services as the airlines operating in the region are continuously emphasizing on airline retailing services in order to improve the passenger travel experience.

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High per capita income of people in the region is driving the growth of the regions aviation sector, so as the airline retailing market across the region. Increasing disposable income especially in the US and Canada along with rising time constraints among the US and Canadian individuals has led the region to witness substantial growth in the demand of post-boarding as well as pre-boarding retailing among the passengers. But the major US airlines namely: American Airlines, United Airlines, and Delta Airlines announced that they are stopping ceasing of their inflight duty-free retailing. This has led to downfall of airline retailing market in the US, which resulted in 10-12 sales on a short-haul flight as well as 30-40 on a wide-body long haul flight. The airline industry in North America is not only growing monetarily but also technologically. The investment in the industry towards technological development is expanding at an exponential rate, where connectivity technologies play a significant role. These advanced technologies play an essential role in airline retailing to booking the items for purchasing of products by using smartphones, and tablets among others. This trend prevails in the North American market for quite a while now and have been already adopted by several airlines individuals of different age groups. The trend has enabled the region to focus on the development of airline retailing which also includes post-boarding shopping as well as pre-boarding shopping option to the passenger.

Developing and growing regions such as Middle East and Africa and South America are expected to offer substantial growth opportunities for market players operating in the global airline retailing market.

Key findings of the study:

In order to operate in a customer-centric environment, airlines are focusing on implementing intelligent retail solutions and are creating potential demand for intelligent technology infrastructure. The intelligent technology infrastructure combines artificial intelligence (AI),

machine learning (ML), sophisticated operations-research (OR) models, and customer data to provide relevant insights. The customer data enables airlines to identify, analyze, and predict consumer behavior.

Intelligent technology also empowers department to schedule synchronization, deploy schedules faster to increase revenue and reduce recommendation costs, monitor and analyze fares automatically, deliver persona-based, flight-plus-ancillary bundled offers, provide pricing recommendations that use multi-channel availability and are buffered from abrupt market changes, and provide personalized offers and services that are consistent across all channels. It is expected that the airline retailing market will witness a considerable demand for intelligent retail solutions during the forecast period.

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