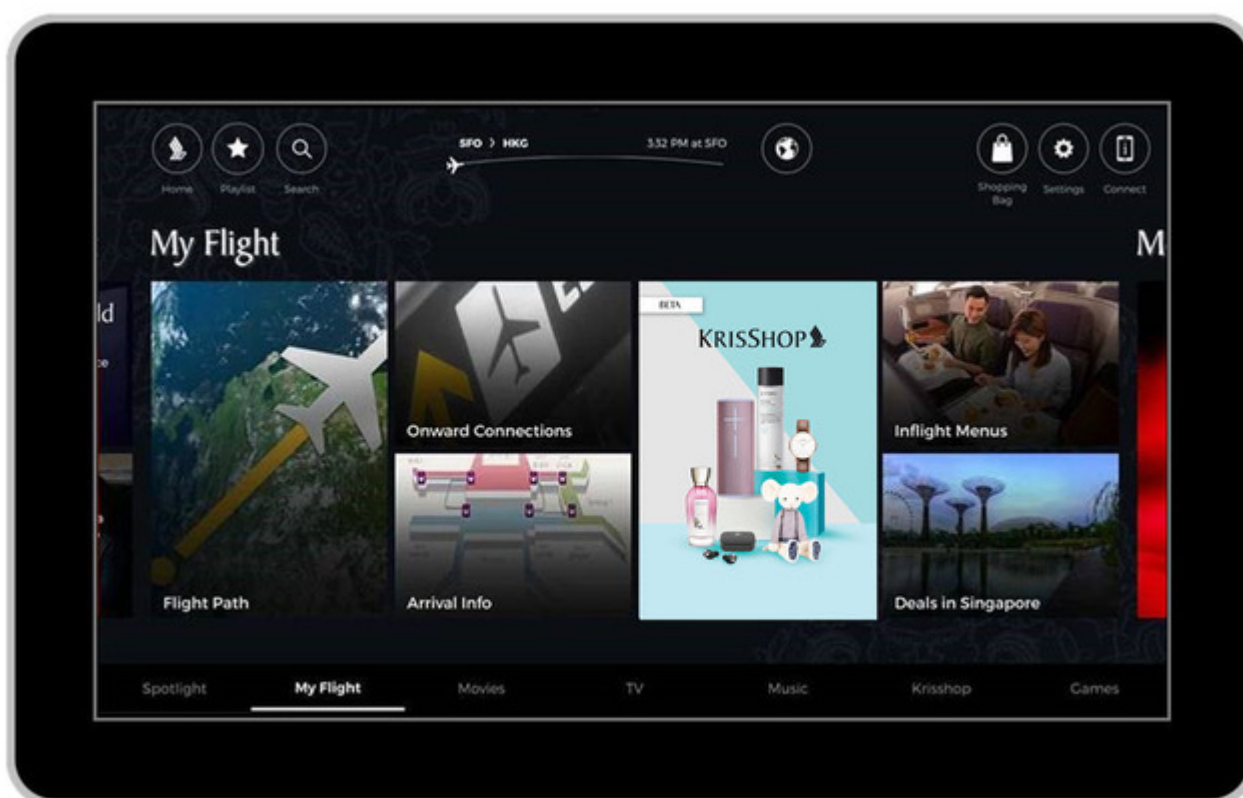


# Euroconsult says connected aircraft may double by 2030

If the pandemic has taught us anything, it's that people like to shop conveniently. It should therefore come as no surprise that inflight shopping is breaking from its past as magazine orders and buying from a cart, and moving into connected shopping while flying.

In a 2018 survey of airline professionals, 81% cited connected technologies as either a high or very high priority for their business. When the topic is inflight duty free sales, one would expect that number to be higher.



Connectivity is important for airlines and passengers for any number of reasons as connection to the internet becomes more expected and as people rely more on that connection for their daily lives, but for the future of inflight duty free operators such as Singapore Airlines' KrisShop, it's imperative

An ever-increasing number of aircraft are becoming connected, and although this growth was suspended in recent times, the current forecast is for a doubling of connectivity by 2030, according to Euroconsult analysis.

While growth of connectivity has slowed and the forecast is somewhat unpredictable given the current global travel situation, Euroconsult still estimates the number of connected aircraft to reach between a low of 16,000 and a high of 20,000 by the end of this decade, the higher end of which would be more than double the current number of connected aircraft, which is 9,000.