



Airlines in the US

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Delta leverages AI-powered concierge to elevate loyalty engagement

Delta expands its premium cabins to capture higher spend from affluent travellers

Breeze airways targets underserved routes to sidestep competition

Chart 1 Airlines Sales: Value 2021-2031

WHAT'S NEXT?

Major airlines anticipated to expand premium seating to capture high-income demand

Airlines expected to continue investing in premiumisation to offset cost pressures

Fare inelasticity and supply bottlenecks set to reshape profit strategies

Chart 1 Forecast Airlines Sales: Value 2021-2031

COMPETITIVE LANDSCAPE

Delta, United and American Airlines expand premium offerings to sustain lead

Chart 1 Airlines GBO Company Shares: % Value 2021-2026

PRODUCTS

Premium seat design and cabin materials elevate the onboard experience

AI-powered digital features redefine in-flight functionality

Unbundled and tiered product architectures capture diverse segments

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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