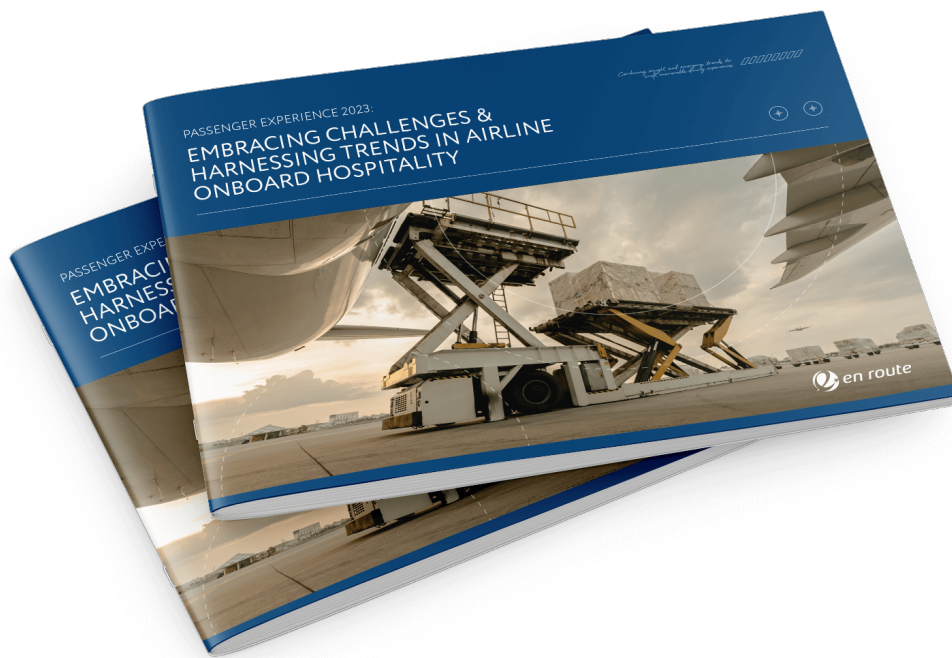


En Route International report reveals how wellness, special meals and more are transforming airline catering



New research by En Route International highlights the significance of data, the connected journey, and the circular economy in driving change in the airline catering industry

[En Route International](#) has released a new report titled “Passenger Experience 2023: Embracing Challenges and Harnessing Trends in Airline Onboard Hospitality,” highlighting the key factors that will drive change in the airline catering industry in the next 12 months. The report emphasizes the importance of data-driven passenger solutions, the connected journey, and the circular economy.

Passengers’ expectations of quality have evolved, leading to increased demands for variety and choice in onboard food and snacks, states the report. The report suggests that the industry needs to focus on data capture and analysis to better understand passenger and customer needs. It also highlights the growing focus on authenticity, heritage, and wellness in onboard catering, as consumers prioritize healthy and well-balanced food options, necessitating a comprehensive approach.

“(This report) has helped us to gain fantastic insights into the critical areas demanding the industry’s utmost attention,” said Nick Wiley, Global Managing Director, En Route International in a June 6 press release. “We delve into the challenges that will impact the solutions and services offered across the supply chain, empowering us to anticipate and overcome obstacles.”

As well, the report underscores the importance of sustainability and digital solutions. From industry collaboration and transitioning to a circular economy to requiring innovation in digital solutions throughout the journey, the report emphasizes a need for eco-friendly and cost-saving measures.

The findings of the report, which include insights from industry experts, will shape new product development and provide stakeholders with valuable insights to evolve their onboard solutions.

Wiley added, “Whilst the world around us has been quite challenging, to say the least over the last few years, we are cautiously optimistic about the prospects for our sector moving forward. The resilience companies in our sector have demonstrated has been quite something. I truly believe that this will, in the long-term, be crucial to help drive further innovation and continue to enhance the passenger experience.”