

AIX reveals APAC report findings



The APAC market report is the first in the *AIX Global Cabin Concepts Lab* series

Aircraft Interiors Expo ([AIX](#)) has revealed critical new insights into what's reshaping aircraft cabin innovation across the Asia Pacific (APAC) region, and how airlines and suppliers must adapt in one of the world's fastest evolving aviation markets.

Drawing on insight from airlines, design agencies and technology specialists across the region - including [Singapore Airlines](#), [Cathay Pacific](#), [Qantas](#), [Air New Zealand](#), [LIFT Aero Design](#), [JPA Design](#), [Viasat](#) and Valour Consultancy - the latest analysis from the global aviation interiors event explores how market defining trends like demographic change, digital sophistication and ultra-long-haul operations are reshaping the passenger experience across APAC.

Already accounting for more than a third of global air passenger traffic, APAC is now entering a new phase of aviation expansion. Airlines across Southeast Asia, South Asia and Northeast Asia are rapidly growing their fleets, opening new routes and rethinking cabin products to meet the expectations of a new generation of travellers.

But scale alone is not the defining story. According to AIX's analysis, airlines and suppliers seeking success in APAC must respond to several powerful shifts shaping the region's cabin landscape.

What operators must focus on:

1. Ultra-long-haul flying is redefining comfort and wellbeing

Many APAC airlines operate some of the world's longest routes, placing passenger comfort, sleep and wellbeing at the centre of cabin design. From new seat architectures and advanced lighting systems to dedicated stretching areas and scientifically informed service concepts, airlines are developing

solutions specifically designed for flights lasting 15 to 20 hours or more.

“Across APAC and globally, passengers consistently prioritise comfort, personal space and privacy, particularly on long-haul journeys,” said Richard D’Cruze, Managing Director at JPA Design. “There is a strong demand for calm, refined cabin environments that support rest and overall wellbeing.”

For airlines and suppliers alike, ultra-long-haul operations are accelerating demand for cabin concepts designed specifically around sleep, ergonomics and passenger wellbeing.

2. Digital expectations are among the highest in the world

Asia-Pacific passengers are among the most digitally connected in the world, creating intense demand for seamless digital experiences in the air. Travellers across the region increasingly expect the same level of connectivity, personalisation and streaming capability onboard that they enjoy on the ground, pushing airlines to invest heavily in high-performance inflight connectivity and personalized digital platforms.

“The region itself is far more mobile-centric than others and always has been,” said Daniel Welch, Co-Founder and Senior Research Consultant at Valour Consultancy. “Passengers are expecting a true on-the-ground digital experience at 30,000 feet.”

As a result, connectivity performance and seamless digital integration are becoming essential elements of the onboard experience rather than optional upgrades.

3. APAC airlines remain global leaders in premium innovation

APAC carriers have long set the benchmark for premium cabin innovation - from the creation of Premium Economy to pioneering suite concepts and high-privacy business class seating. Continuous investment in seat architecture, cabin ambience and service design has created a competitive environment where innovation cycles are shorter and new product development is constant.

“Year-after-year for many decades, APAC network airlines have taken more awards than any other region,” said Daniel Baron, Managing Director at LIFT Aero Design. “This is the result of continual investment in innovation in seat hardware, cabin ambience and service delivery.”

In such a competitive market, cabin design has become a strategic tool for brand differentiation and long-term passenger loyalty.

4. A rapidly expanding middle class is transforming passenger expectations

APAC’s growing middle class is reshaping the passenger base across the region, with millions of travellers flying more frequently and often for the first time. These passengers bring expectations shaped by hospitality, consumer technology and global travel experiences, prompting airlines to design cabins that feel intuitive, welcoming and easy to navigate.

“There is an increased emphasis on intuitive layouts, clarity and ease of use to accommodate passengers with varying levels of travel experience,” said Richard D’Cruze of JPA Design.

Flexible, modular cabin concepts are therefore becoming increasingly important, allowing airlines to evolve products as passenger expectations continue to mature.

5. Cultural identity remains a differentiator

Despite increasingly globalised passenger expectations, airlines across APAC continue to express strong cultural identity through their cabin environments. Design studios and carriers are blending heritage materials, colours and motifs with contemporary aesthetics to create interiors that resonate with both domestic and international passengers.

Cabins that authentically reflect cultural heritage while meeting global design standards can therefore strengthen both brand recognition and emotional connection with passengers.

A region championed by AIX

“Asia-Pacific is one of the most dynamic aviation markets in the world, combining extraordinary passenger growth with some of the industry’s most innovative airlines,” said Archana Dharni, Event Director at AIX. “What makes the region particularly fascinating is the combination of rapid expansion, digitally sophisticated travellers and airlines that have long treated the cabin as a strategic differentiator.

“At AIX, we see first-hand how airlines and suppliers from across the region continue to push the boundaries of design, technology and passenger experience. Understanding the forces shaping this market is essential for any organisation looking to succeed in the global aircraft interiors industry.”

Many of the airlines, design studios and technology companies referenced in the analysis will be exhibiting at AIX 2026, highlighting the show’s role as a global meeting point for the aircraft interiors supply chain.

The first in a global insight series

Commissioned by AIX and authored by aviation journalist and APAC region specialist Emma Kelly, the APAC market report is the first in the *AIX Global Cabin Concepts Lab* series exploring regional trends shaping the future cabin. The series will next turn its spotlight on Indian and Middle Eastern markets, providing further intelligence into how different regions are redefining innovation, investment and passenger expectations.

The full APAC market report dives deeper into the trends, innovations, and strategies shaping the region. To explore the complete suite of findings and discover what organisations should be preparing for next, [view the report here](#).