

HELPED CABIN INTERIOR DESIGN
SOLUTIONS PROVIDER TAP INTO
USD 290 MN MARKET OPPORTUNITY



Client's Goals

A leading supplier of innovative and desirable cabin interior design solutions engaged Markets and Markets as it wanted to increase its revenues. For this purpose, we defined and solved a series of problems for the client and offered insights on various light types, including light source cut across various aircraft classes at the regional level. Few of the key problems solved for the client were-

- Market intelligence on various light types including reading lights, ceiling & wall lights, signage lights, floor path lighting strips, and lavatory lights.
- Insights on light source by different aircraft classes including business class, first-class, premium economy class, and the economy class.
- Competitive intelligence on cabin lighting vendors for competitive benchmarking against similar solutions offered by competitors.

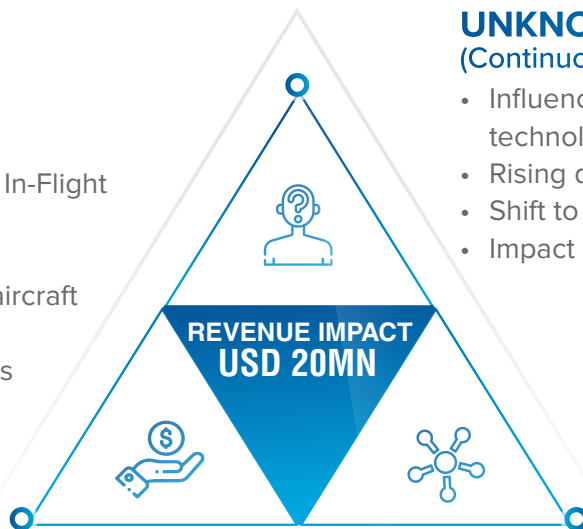
Our Approach

As a part of the engagement model, the client was offered with access to KnowledgeStore, our AI-driven market intelligence platform. This, in turn, helped the client to understand technology trends and market divergences of interconnected ecosystems that are influencing the trajectory of the client, its clients', and clients' clients'.

Using analyst hours, the client was able to gain deeper insights into the interconnected ecosystem and identify unknowns. Our client services further helped in strategizing revenue plans that enabled the client to identify new opportunities for generating revenue impact worth millions.

REVENUE SHIFT

- Increasing Demand for In-Flight Entertainment Systems
- Rising investments in renovation of existing aircraft
- Increasing demand for lightweight components
- Rise in Premium Economy Seats
- 16G Seat Mandates for Passenger Safety



UNKNOWNNS (Continuous)

- Influence of emerging mood lighting technologies
- Rising demand for smart gallery
- Shift to self-cleaning seats
- Impact of Virtual Reality (VR)

INTERCONNECTIONS (Y/YC/YCC)

- Avionics
- VR Market
- IFEC



REVENUE SHIFTS IDENTIFIED

Our insights identified that increasing demand for in-flight entertainment systems has opened immense growth potential for the client. In addition, renovation of existing aircraft is also projected to influence the future trajectory of the company favorably. Other factors causing shifts in the revenue sources of our client, its clients, and clients' clients include rising demand for lightweight components, rise in premium economy seats, and 16G seat mandates for passenger safety.



INTERCONNECTIONS

It was observed that changing trends in avionics and VR market were impacting the growth channels of the company. The strategies were devised considering the trends and IFEC for the growth of our client.



UNKNOWNNS IDENTIFIED

The rise in demand for mood lighting technologies is one of the major factors likely to influence the growth of the client. Shift to changing seats is also poised to impact the growth trajectory. Other important factors considered in our engagement were smart gallery and virtual reality.

Revenue Impact

Our insights enabled the client to tap into a USD 290 million market, with a projected potential of USD 20 million within three years of our engagement.

USD 290
MILLION

PROJECTED
USD 20
MILLION

