



Euromonitor
International

Airlines in Japan

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

JAL enhances loyalty apps to drive profits amid digital shift

ANA targets premium travellers with business-class upgrades for higher yields

Local leaders promote regional travel to boost non-metropolitan demand

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Full-service carriers anticipated to expand premium loyalty to retain high-value travellers

Regional airports expected to attract new routes through purpose-driven inbound experiences

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

All Nippon Airways Co Ltd (ANA) and Japan Airline Corp (JAL) leverage dual-brand strategy to reinforce leadership

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

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Digital loyalty platforms evolve into integrated engagement ecosystems

Premium cabin hardware is engineered around total privacy

Regional destinations build bookable products around cultural assets

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COUNTRY REPORTS DISCLAIMER

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