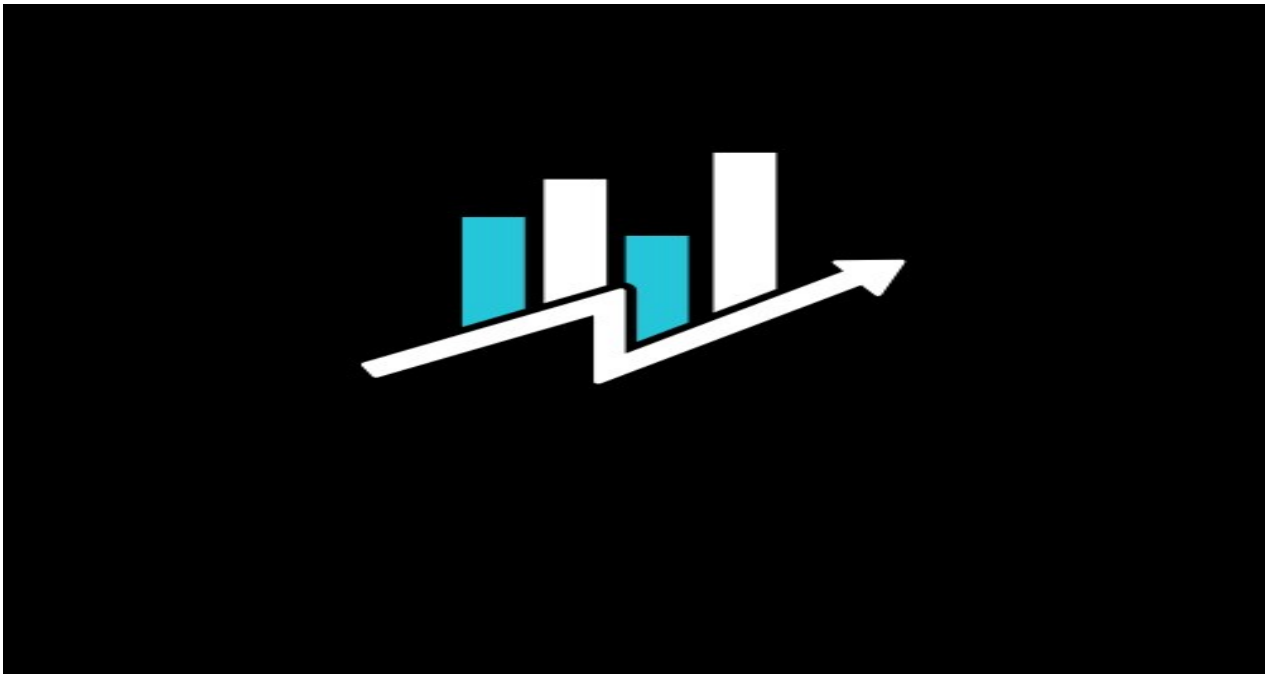


Private Jet Search Trends Show 67% Jump in Fractional Ownership While Traditional Models Tank

August 25, 2025

LONDON, UK - August 25, 2025 -
The private jet industry has undergone a significant market shift that many operators have not recognized, according to new research analyzing five years of search data.

A comprehensive study of private jet search trends from 2020-2025 reveals that traditional ownership models are declining rapidly. On-demand charter services now represent 52% of all revenue, while fractional ownership has grown 67% year-over-year. The market is projected to reach $24.28 billion by 2025, representing 14.3% growth from 2024.

North America maintains 63.5% of the global market share, aligning with NBAA's latest industry reports. Belgium has demonstrated 10.6% growth, five times the EU average. The Philippines led Asia-Pacific with 38% growth, while Kenya showed 63% growth despite Africa's overall 11.5% decline, matching patterns in EBAA's regional analysis.

These growth markets have succeeded by addressing customer demand for flexibility without ownership. Entry-level jet cards start at £39,708, and event-specific access drives significant volume - the Cannes Film

Festival alone generates 3,000 private jet movements, double the normal volume.

Three key factors are reshaping private jet market trends. Technology advancements have reduced operational costs, with AI route optimization delivering 10-15% fuel savings and composite materials reducing aircraft weight by 20-25%. Sustainability requirements are accelerating change, as Sustainable Aviation Fuel reduces CO2 emissions by up to 80% despite costing 2-4 times more than conventional fuel. The EU mandates 2% SAF usage by 2025, rising to 70% by 2050. Business models have evolved to include fractional ownership, jet-sharing, subscription cards, and online booking platforms, replacing traditional brokerage models.

A significant disconnect exists in the industry's digital presence. While 90% of wealthy travelers begin their search online, 87% of private jet companies lack proper tracking and optimization for these search patterns. Companies that effectively track search data can identify which aircraft types receive the most searches, when demand spikes occur around major events, which routes show highest purchase intent, and how customers research across 7-12 touchpoints.

The pandemic significantly impacted the industry, with deliveries dropping to 644 in 2020 before recovering to 764 in 2024. Forecasts indicate 820 deliveries for 2025, consistent with Aviation Week's market projections. The fundamental change involves buyer preferences shifting from ownership to access. Fractional providers experienced 59% more flight hours in Q2 2024 versus Q2 2019, matching WingX flight data trends. Charter bookings increased by 23%.

Based on current growth rates, traditional ownership is projected to represent less than 25% of the market by 2027.

Three categories of operators are positioned to capture market share in this evolving landscape: companies offering fractional and on-demand models, operators in high-growth regions such as Belgium, Philippines, and Kenya, and early adopters of SAF and AI optimization technologies. Companies continuing to focus primarily on full ownership models risk losing market relevance as customer preferences shift toward flexibility over asset ownership.

EpicEdits conducted this analysis of private jet search data from 2020-2025, examining search volumes, conversion patterns, and market data across all major regions. The company specializes in helping private jet businesses understand and capture shifting demand through private jet SEO services, recognizing that visibility in search results has become critical for reaching wealthy travelers.

The full analysis is available at https://epicedits.co.uk/private-jet-search-trends-market-analysis-2025/. For additional information about the data or how search trends impact private jet businesses, contact Jacob Milner at info@epicedits.co.uk.

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EpicEdits

EpicEdits is an elite SEO agency for private jet and luxury travel brands, led by a former Royal Marines Commando. We drive results for ambitious travel businesses, optimising for Google, AI, and LLM search.

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