

# Customer Experience in the Airline Industry by Country

## KEY TAKEAWAYS

+ Indian consumers report the highest satisfaction with their recent airline experiences, while Chinese consumers most frequently say they are likely to trust, recommend, and purchase more.

+ Likelihood to purchase more has increased the most of the CX metrics since 2022, rising +7 points. At the same time, likelihood to recommend has increased 6 points, while likelihood to trust has increased 2 points.

### CX Metrics in the Airline Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	77%	75%	78%	79%
Brazil	86%	83%	85%	84%
Canada	68%	65%	71%	77%
China	89%	93%	88%	86%
Denmark	76%	70%	72%	74%
France	83%	78%	78%	83%
Germany	77%	70%	63%	47%
Hong Kong (China)	77%	82%	78%	85%
India	90%	90%	87%	84%
Ireland	78%	69%	74%	78%
Italy	76%	71%	73%	69%
Japan	69%	84%	62%	63%
Mexico	84%	84%	83%	80%
Netherlands	73%	74%	69%	71%
New Zealand	79%	77%	81%	73%
Philippines	N/A	N/A	N/A	N/A
Singapore	83%	83%	83%	84%
South Korea	75%	71%	72%	86%
Spain	75%	78%	74%	73%
Sweden	78%	70%	68%	70%
United Arab Emirates	80%	81%	81%	82%
United Kingdom	75%	75%	74%	82%
United States	75%	73%	77%	82%

## ABOUT

Base: 23,730 consumers across 23 countries  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Airline Industry, 2022-2025

## Customer Experience in the Airline Industry

■ Satisfaction   ■ Trust   ■ Recommend   ■ Purchase More

Global: 2025

**78%**  
Satisfaction

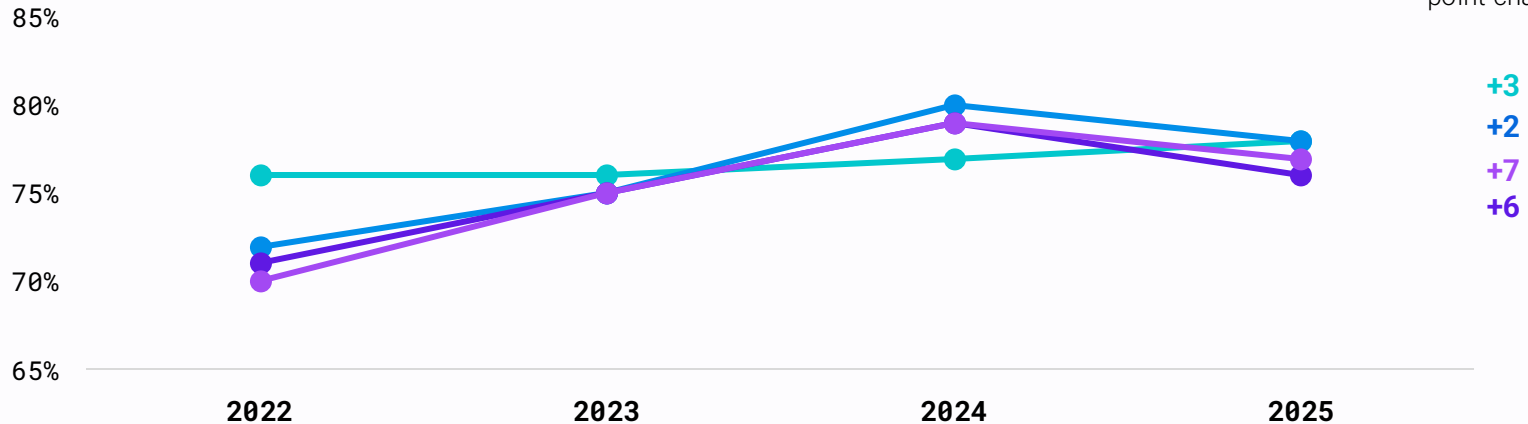
**77%**  
Trust

**76%**  
Recommend

**77%**  
Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



#### ABOUT

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## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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