

Private Jet Market Outlook: A Window of Opportunity Ahead of Q4 Surge

After a year of market adjustment in 2023 and a clear recovery in 2024, the business aviation sector is entering a new phase: resilient, balanced, and primed for strategic growth. With Q3 2025 underway, early indicators show that the private jet market is maintaining strong momentum despite the traditional summer seasonal slowdown. As we review the performance from the past quarters and look ahead to the future ones, all signs point toward a robust, powerful year-end surge.

Quarter-by-Quarter Market Evolution

Across all 3 main jet categories, the past year and a half has shown steady and consistent growth in the transaction rate, for both the new and pre-owned markets:

+18%

Average growth in transactions for Q1+Q2 2025 vs. 2024 (all segments considered...)

Units Sold

Light Jets	Mid-Size Jets	Heavy Jets
Q1 2024: 664	Q1 2024: 584	Q1 2024: 472
Q2 2024: 686	Q2 2024: 581	Q2 2024: 492
Q3 2024: 721	Q3 2024: 560	Q3 2024: 462
Q4 2024: 804 (+11.5% vs Q3)	Q4 2024: 647 (+15.5% vs Q3)	Q4 2024: 608 (+31.6% vs Q3)
Q1 2025: 725	Q1 2025: 645	Q1 2025: 542
Q2 2025: 834 (+21.5% YoY)	Q2 2025: 699 (+20.3% YoY)	Q2 2025: 665 (+35.1% YoY)
Q3 2025 (partial): 152	Q3 2025 (partial): 159	Q3 2025 (partial): 98

Heavy-Jets

Segment that is currently showing the largest growth in sales numbers year-to-year!

👉 Key Insight : after peaking in Q4 2024, light and mid-size jet sales have remained strong, supported by continued growth through the first half of 2025. Heavy jets are leading the market’s expansion with a significant 35% year-over-year increase from Q2 2024 to Q2 2025, reflecting robust demand at the high end. These gains reflect not only recovering confidence from buyers and sellers, but also new demographic and geographic dynamics reshaping the market. Overall, all segments show sustained momentum heading into year-end 2025 and continue to hold value better than expected.

## Q3 Slowdown? Normal. Q4 Surge? Very Likely.

Historically, Q3 is a transitional period in business aviation, with many buyers and sellers taking a step back during the summer. However, Q4 could see a significant resurgence.

Last year's Q4 jet sales jumped (*over the previous quarter*) :

- +11.5% for light jets
- +15.5% for mid-size jets
- +31.6% for heavy jets

**Q4**

*Industry activity peak! 2025 edition could be one for the books...*

With a strong half-year behind us, 2025 could end with even higher closing activity, potentially outperforming previous Q4 records.

## What This Means for Buyers & Sellers

The current period is critical for those planning to make a move.

- For sellers: Early Q3 marks an ideal window to act, as demand continues to rise in all sectors. With year-end momentum building, this is the right time to position aircraft to attract the most qualified buyers and secure the best possible deals during the most active period of the year.
- For buyers: With activity picking up, early Q3 offers a strategic advantage. Starting an acquisition process now increases access to both off and on-market opportunities and better deal terms, before competition intensifies within the buyer pool in the months to come.

## Balance

*Unique opportunity for both buyers and sellers to take advantage of the momentum...*

## Now Is the Time to Act

Q3 offers a rare moment of balance. In this window, the most prepared players will find the most strategic advantages.

If you're considering a sale or acquisition, now is the time to define your strategy, align timing with market cycles, and position yourself ahead of Q4's anticipated rush. Given that transactions can take several weeks to months, timing really is critical!

*Let's discuss your goals and turn market momentum into opportunity...*