

NORDICS



Flying high: Nordics airline rankings 2026

Exploring the top airline brands in the Denmark, Finland, Norway, and Sweden based on Consideration and Satisfaction.

/Research Reality



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Foreword



Airlines occupy a unique place in the public conversation – few industries inspire as much scrutiny, frustration, and debate. From delays and disruptions to pricing and service experiences, air travel is often a lightning rod for consumer complaints.

Yet despite this, millions of Nordic consumers continue to fly each year, making deliberate choices about which airlines they trust and prefer. This report cuts through the noise to present a data-driven view of the airline landscape. It ranks leading carriers using a balanced set of measures: Consideration among adults in the Nordics planning to travel in the next 12 months and Satisfaction among current customers. Together, these insights reveal not just which airlines attract attention, but which are truly earning consumer confidence and maintaining strong reputation in a complex and highly visible category.

Recent geopolitical instability in parts of the Middle East has added further pressure in the industry, contributing to airspace restrictions, higher operating costs, and an increased risk of delays and cancellations on some routes. We are monitoring the development real-time to understand how this impacts the category.”

Anne Dannisboe Iversen

Head of Products Team Nordics, YouGov

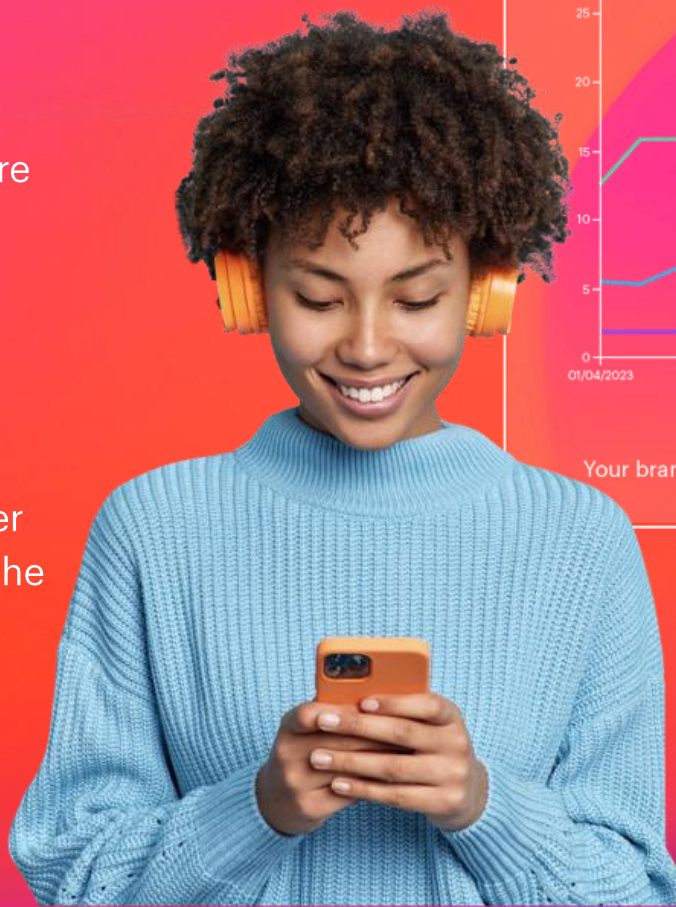
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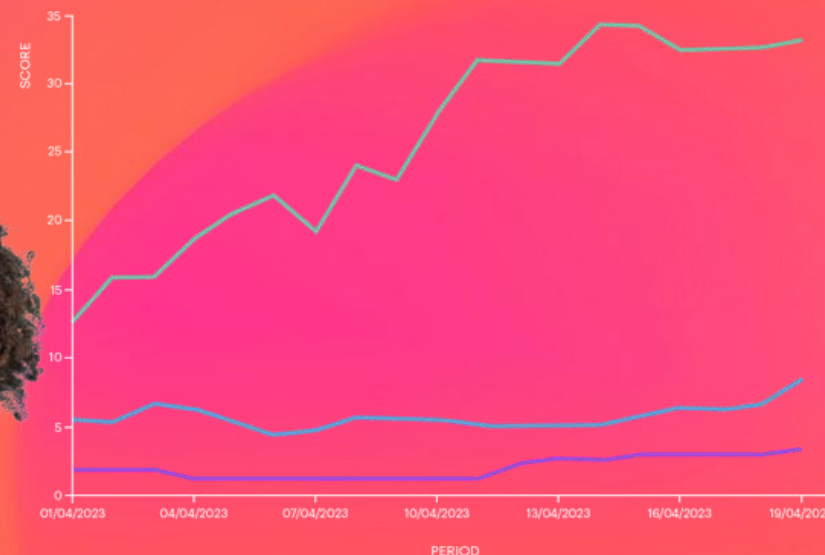
The best brands don't rank by accident

The secret to ranking highly, is knowing exactly where you stand today. Brand health gives you clarity, revealing how your brand is changing in terms of brand awareness, word of mouth, loyalty and more.

To move forward in a crowded global marketplace, brand health must become more than a feel-good metric - it's a key indicator of relevance and customer sentiment. Power your next move with insight from the global leader in daily brand tracking.

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Advertising awareness



Your brand Competitor 1 Your brand among Gen Z

[Metrics ▾](#)[Advertising awareness](#)

Consideration among future travelers

Which airlines are the most considered among in-market travelers in the next 12 months?



Most considered among future travelers by country

Sweden

Rank	Airline brand	Consideration among future travelers (%)
1	SAS	38.6
2	Norwegian	33.6
3	Lufthansa	21.7
4	Ryanair	18.6
5	KLM	18.1
6	Finnair	17.8
7	British Airways	16.1
8	Air France	14.2
9	Flygbolaget BRA	8.3

Denmark

Rank	Airline brand	Consideration among future travelers (%)
1	Norwegian	30.3
2	SAS	29.9
3	KLM	16.1
4	Lufthansa	15.3
5	Ryanair	13.0
6	Air France	11.1
7	British Airways	10.8
8	Finnair	7.5

Norway

Rank	Airline brand	Consideration among future travelers (%)
1	Norwegian	52.7
2	SAS	43.7
3	KLM	14.7
4	Widerøe	14.6
5	Lufthansa	11.6
6	Ryanair	7.3
7	British Airways	7.1
8	Finnair	6.6
9	Air France	6.2

Finland

Rank	Airline brand	Consideration among future travelers (%)
1	Finnair	52.4
2	Norwegian	31.2
3	Lufthansa	15.4
4	Ryanair	14.3
5	SAS	12.3
6	British Airways	11.4
7	KLM	10.9
8	Air France	9.7
9	Emirates	8.2
10	Etihad	4.8

Sweden Most considered among future travelers by gender

Men ♂

Rank	Airline brand	Consideration among future travelers (%)
1	SAS	39.6
2	Norwegian	34.1
3	Lufthansa	25.6
4	KLM	21.9
5	Finnair	20.9
6	Ryanair	20.3
7	British Airways	18.9
8	Air France	17.5
9	Flygbolaget BRA	9.7

Women ♀

Rank	Airline brand	Consideration among future travelers (%)
1	SAS	37.4
2	Norwegian	33.0
3	Lufthansa	17.4
4	Ryanair	16.7
5	Finnair	14.2
6	KLM	13.8
7	British Airways	13.0
8	Air France	10.4
9	Flygbolaget BRA	6.8

Sweden Most considered among future travelers by generation

Gen Z

Rank	Airline brand	Consideration among future travelers (%)
1	SAS	28.1
2	Norwegian	25.3
3	Ryanair	19.4
4	Lufthansa	13.0
5	Finnair	12.3
6	British Airways	10.0
7	KLM	10.0
8	Air France	8.4
9	Flygbolaget BRA	7.0

Millennials

Rank	Airline brand	Consideration among future travelers (%)
1	SAS	40.7
2	Norwegian	35.0
3	Lufthansa	25.1
4	Ryanair	23.2
5	KLM	19.7
6	British Airways	18.0
7	Finnair	17.4
8	Air France	16.2
9	Flygbolaget BRA	8.9

Gen X

Rank	Airline brand	Consideration among future travelers (%)
1	SAS	43.1
2	Norwegian	37.1
3	Lufthansa	25.7
4	Finnair	23.8
5	KLM	23.2
6	British Airways	19.4
7	Air France	17.8
8	Ryanair	17.5
9	Flygbolaget BRA	10.1

Baby Boomers+

Rank	Airline brand	Consideration among future travelers (%)
1	SAS	36.0
2	Norwegian	32.1
3	Lufthansa	17.1
4	Finnair	15.1
5	KLM	14.7
6	British Airways	13.2
7	Ryanair	12.3
8	Air France	10.4
9	Flygbolaget BRA	6.3

Most improved airlines based on consideration

Sweden

Rank	Airline brand	Consideration among future travelers (%)	Year-on year increase
1	SAS	38.6	3.8
2	KLM	18.1	0.9
3	Finnair	17.8	0.6
4	Lufthansa	21.7	0.4
5	Ryanair	18.6	0.4
6	British Airways	16.1	0.4
7	Air France	14.2	0.2

Denmark

Rank	Airline brand	Consideration among future travelers (%)	Year-on year increase
1	SAS	29.9	6.0
2	Norwegian	30.3	3.7
3	KLM	16.1	1.1
4	Lufthansa	15.3	1.0
5	Finnair	7.5	0.9
6	Air France	11.1	0.3

Norway

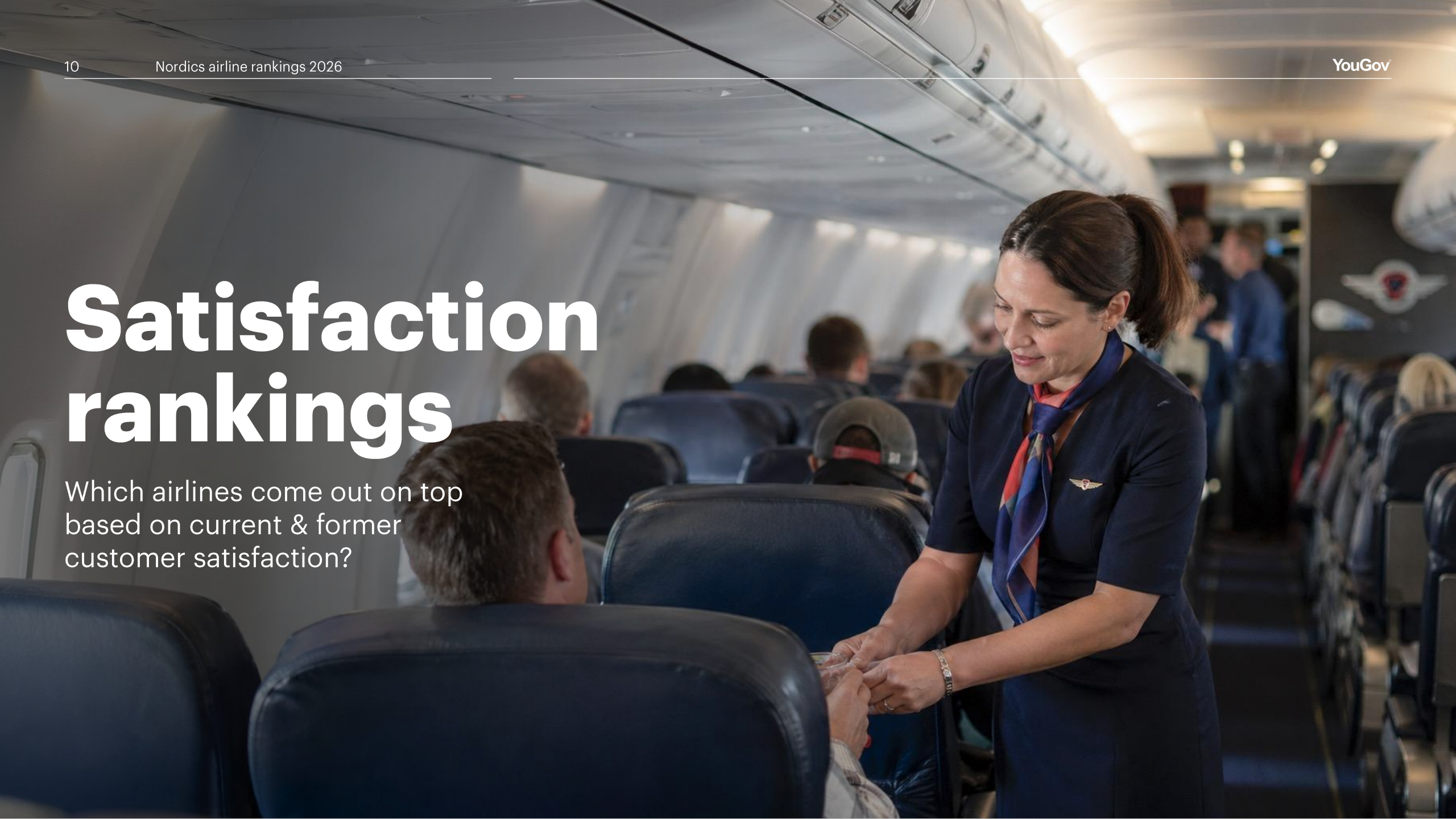
Rank	Airline brand	Consideration among future travelers (%)	Year-on year increase
1	SAS	43.7	5.4
2	Widerøe	14.6	1.4

Finland

Rank	Airline brand	Consideration among future travelers (%)	Year-on year increase
1	Ryanair	14.3	3.3
2	Air France	9.7	2.6
3	Emirates	8.2	2.3
4	British Airways	11.4	2.2
5	Lufthansa	15.4	2.1
6	Norwegian	31.2	1.9
7	Etihad	4.8	1.9
8	KLM	10.9	1.0

Satisfaction rankings

Which airlines come out on top based on current & former customer satisfaction?



The top airlines based on customer satisfaction

Sweden

Rank	Airline brand	Satisfaction among future travelers (%)
1	Finnair	46.9
2	Norwegian	45.9
3	SAS	44.4
4	Lufthansa	44.1
5	KLM	40.7
6	British Airways	39.3
7	Air France	36.0
8	Flygbolaget BRA	31.2
9	Ryanair	4.9

Denmark

Rank	Airline brand	Satisfaction among future travelers (%)
1	Norwegian	53.5
2	KLM	50.8
3	Finnair	45.9
4	SAS	45.9
5	Lufthansa	44.9
6	British Airways	41.0
7	Air France	38.7
8	Ryanair	9.2

Norway

Rank	Airline brand	Satisfaction among future travelers (%)
1	Norwegian	58.4
2	SAS	48.6
3	Widerøe	43.7
4	KLM	43.0
5	Lufthansa	36.7
6	British Airways	36.6
7	Finnair	36.5
8	Air France	30.8

Finland

Rank	Airline brand	Satisfaction among future travelers (%)
1	Norwegian	49.7
2	Finnair	45.8
3	Lufthansa	42.6
4	KLM	41.2
5	British Airways	38.3
6	Air France	37.2
7	SAS	27.1
8	Ryanair	20.5

Most improved based on customer satisfaction scores

Sweden				Denmark				Norway				Finland			
Rank	Airline brand	Satisfaction among future travelers (%)	Year-on year increase	Rank	Airline brand	Satisfaction among future travelers (%)	Year-on year increase	Rank	Airline brand	Satisfaction among future travelers (%)	Year-on year increase	Rank	Airline brand	Satisfaction among future travelers (%)	Year-on year increase
1	SAS	44.4	5.4	1	SAS	45.9	8.0	1	SAS	48.6	2.0	1	Ryanair	20.5	7.7
2	Finnair	46.9	4.2	2	KLM	53.5	3.7	2	Norwegian	58.4	1.3	2	Lufthansa	42.6	7.2
3	British Airways	39.3	3.0	3	Finnair	50.8	3.5	3	Finnair	36.5	1.0	3	Norwegian	49.7	5.8
4	Air France	36.0	2.7	4	Lufthansa	38.7	2.8	4	British Airways	36.6	0.7	4	British Airways	38.3	5.6
5	Lufthansa	44.1	2.2	5	Ryanair	44.9	1.6	5	Widerøe	43.7	0.2	5	KLM	41.2	2.0
				6	British Airways	41.0	1.4					6	SAS	27.1	1.0

YouGov BrandIndex, April 1, 2025 – March 31, 2026. Future travelers (in market for travel). Sweden n> 4,300, Denmark n= 3,100, Norway n> 2,800, Finland n> 1,800.

Explore brand tracking

Customer profile: SAS Sweden

Exploring insights on travel behaviour of SAS current or former customers in Sweden – powered by data from YouGov Profiles.



Customer profile: SAS customers



14%

of Swedes are
SAS current
customers

56%

have a gross household income
higher than 500.000 kr.

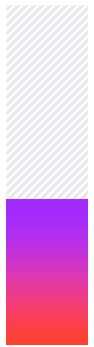
Compared to **38%** nat rep



44%

have travelled abroad for holiday
3 times or more within the last
year.

Compared to **17%** nat rep



31%

have done a business trip by air
within last year.

Compared to **10%** nat rep



58%

prefer City breaks as favorite
holiday type.

Compared to **39%** nat rep



Methodology

The insights in this report are sourced from YouGov's always-on brand tracker YouGov BrandIndex and YouGov's tool for deep audience understanding YouGov Profiles.

The rankings in this report are based on nationally representative data. In this report, we have highlighted the top performing brands that are winning over Nordic consumers based on Consideration among future travelers, and Satisfaction among current and former customers. Future travelers are those who are "Somewhat likely", "Likely" or "Very likely" to purchase a travel in the next 12 months.

Consideration score is based on the question: 'When you are in the market next to purchase a trip, from which of the following would you consider purchasing?' For the Satisfaction rankings, respondents answered the question: "Of which of the following brands/companies would you say that you are a Satisfied/Dissatisfied Customer?"

A minimum base size of 300 (n) is required. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).

Scores have been rounded to a single decimal place. For improvers, brands are ranked based on their change in scores. In cases where the change in score is the same between two brands, the current scores are used as a secondary metric to determine their ranking.

The customer profiles in this report are powered by YouGov Profiles – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 30+ million global panelists. The data used in this report was accessed via Profiles+ Sweden, 2026-05-10.

Throughout the report, unless otherwise noted, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).



Most insights don't reflect reality... yours should

Behind every YouGov insight is a panel you can trust. We've spent decades building a global, verified community, backed by industry-leading safeguards and connected data systems that make accuracy possible at scale. Real people, real time, real data: this is how YouGov helps you generate insights that lead to better decisions and keep you ahead of the competition.

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