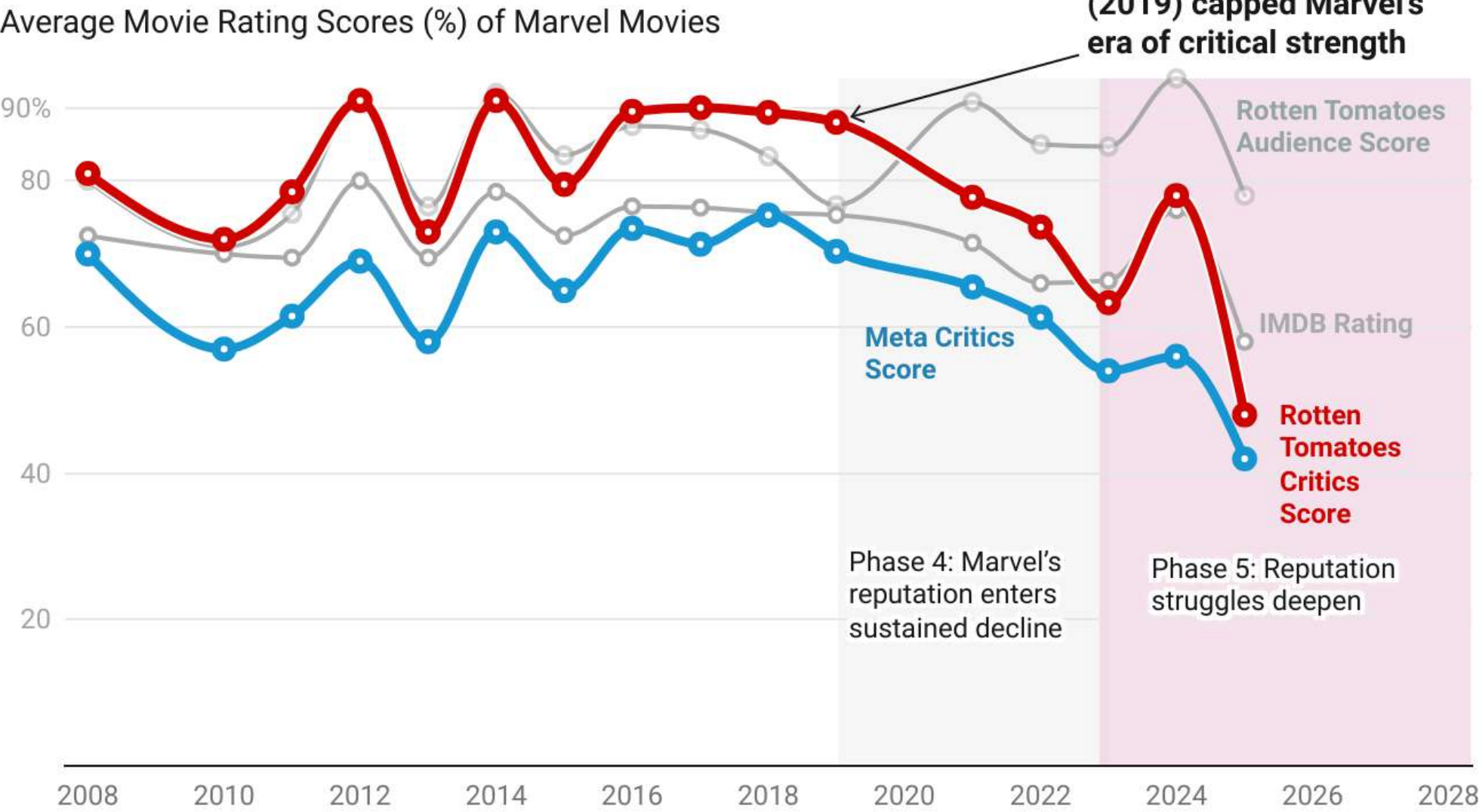


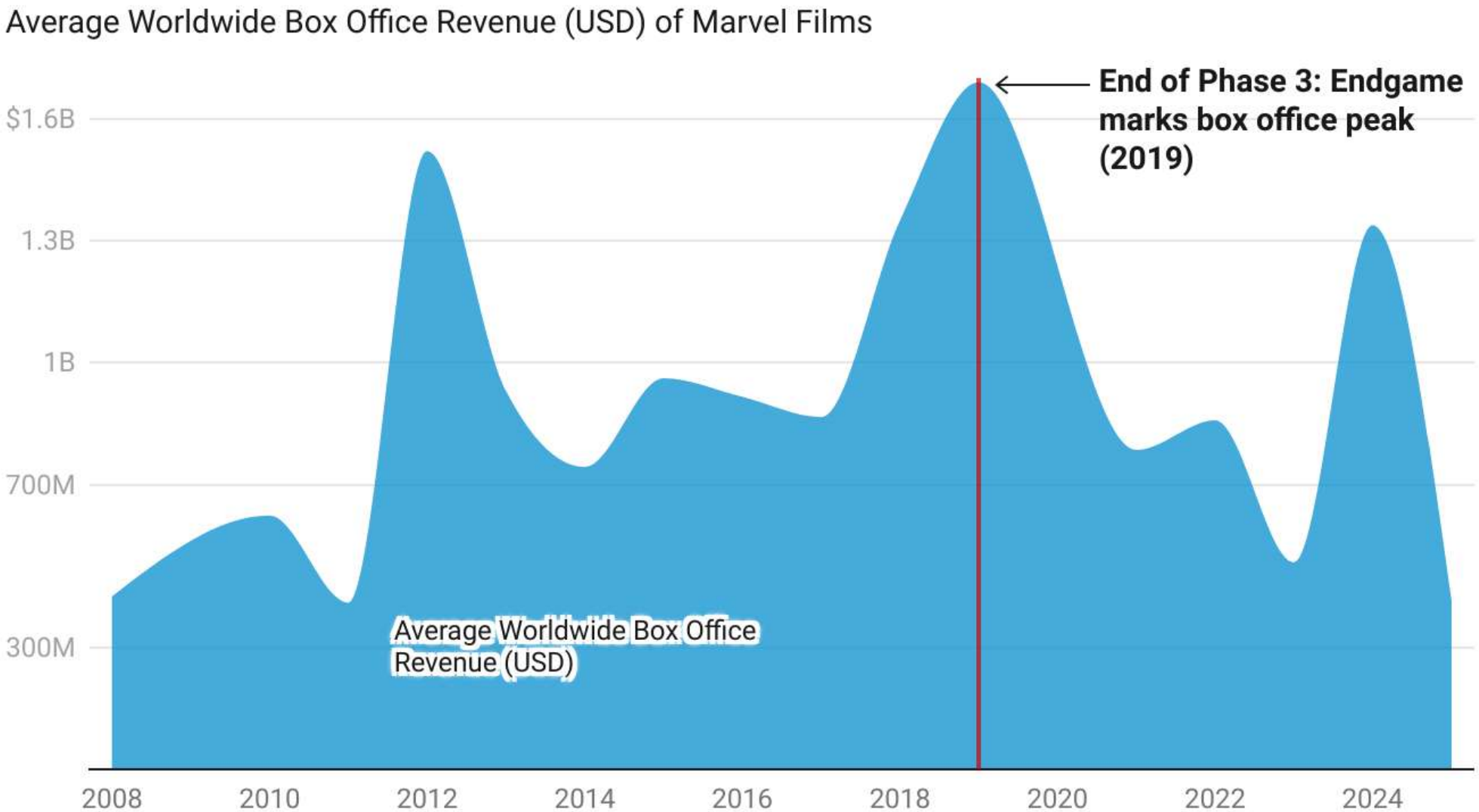
# Marvel’s critical reputation began collapsing after Endgame in Phase 3, foreshadowing a broader decline...



Following the success of *Avengers: Endgame* in 2019, critics' ratings of Marvel films fell sharply, while audience trust remained relatively high for a time. This growing gap between critics and audiences marked the first signs of Marvel's reputation weakening.

Chart: Beibarys Nyussupov • Source: RottenTomatoes, IMDB, MetaCritic • Created with Datawrapper

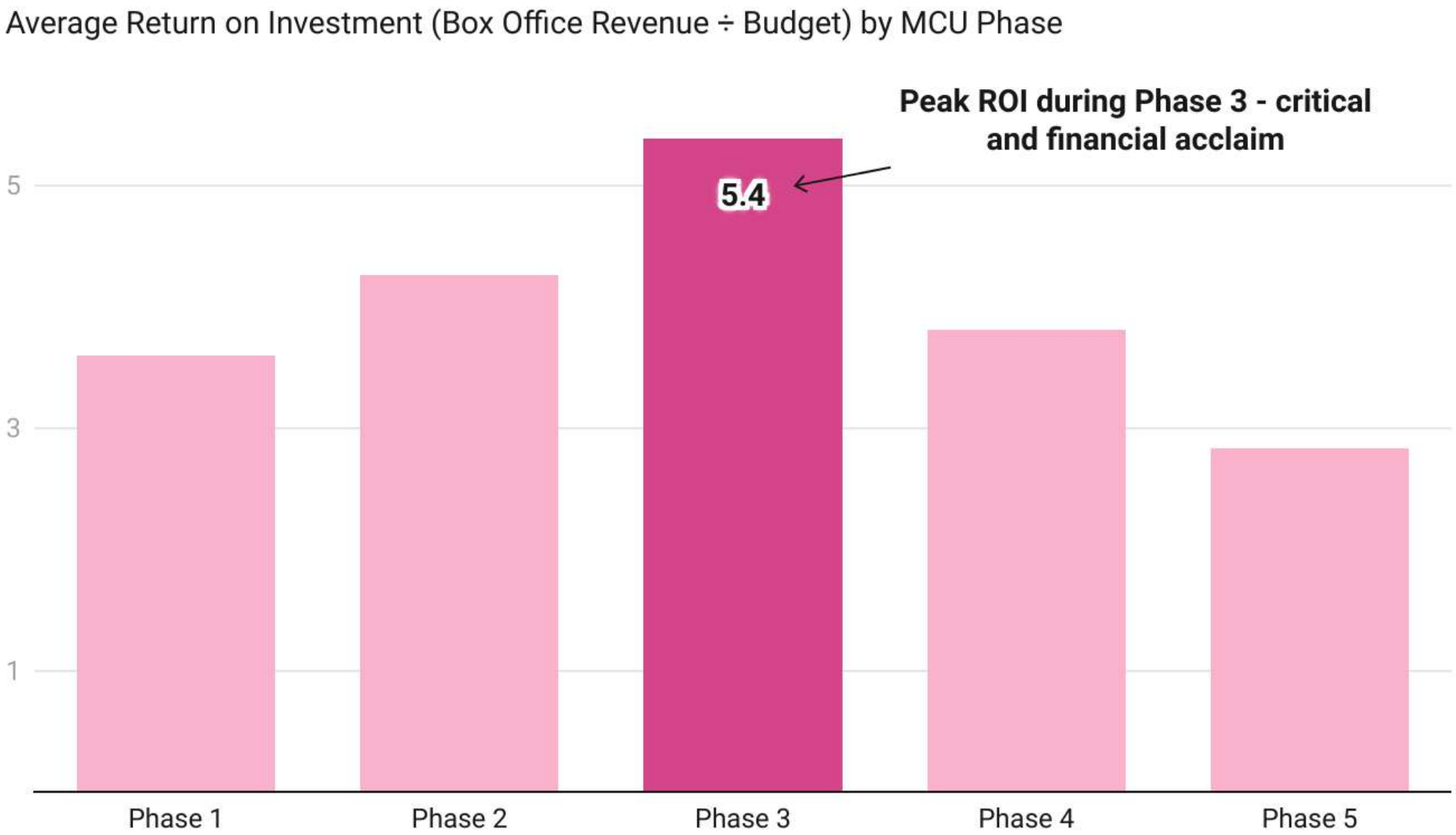
# ...Despite initially strong revenues, financial returns also started falling after the reputation decline...



Following the financial success of *Avengers: Endgame* in 2019, Marvel's average box office revenues began declining, despite occasional hits. This weakening financial trend mirrored the earlier erosion of critical and audience trust in the brand.

Chart: Beibarys Nyussupov • Source: Box Office Mojo - IMDb • Created with Datawrapper

# ...and by Phase 5, Marvel’s fading reputation had fully eroded its financial efficiency.



ROI is calculated by dividing total global box office earnings by reported production budgets. Despite consistent spending, Marvel's financial efficiency dropped sharply after the Phase 3 peak.

Chart: Beibarys Nyussupov • Source: Box Office Mojo - IMDb • Created with Datawrapper