

A vertical strip on the left side of the slide featuring several Marvel characters. From top to bottom, it includes Captain America, Star-Lord, Iron Man, Doctor Strange, Thor, Wanda Maximoff, and Black Widow.

MARVEL CINEMATIC UNIVERSE

Is it in trouble?

Ted Chan, Sam Lonac, Kaylee Sakoda

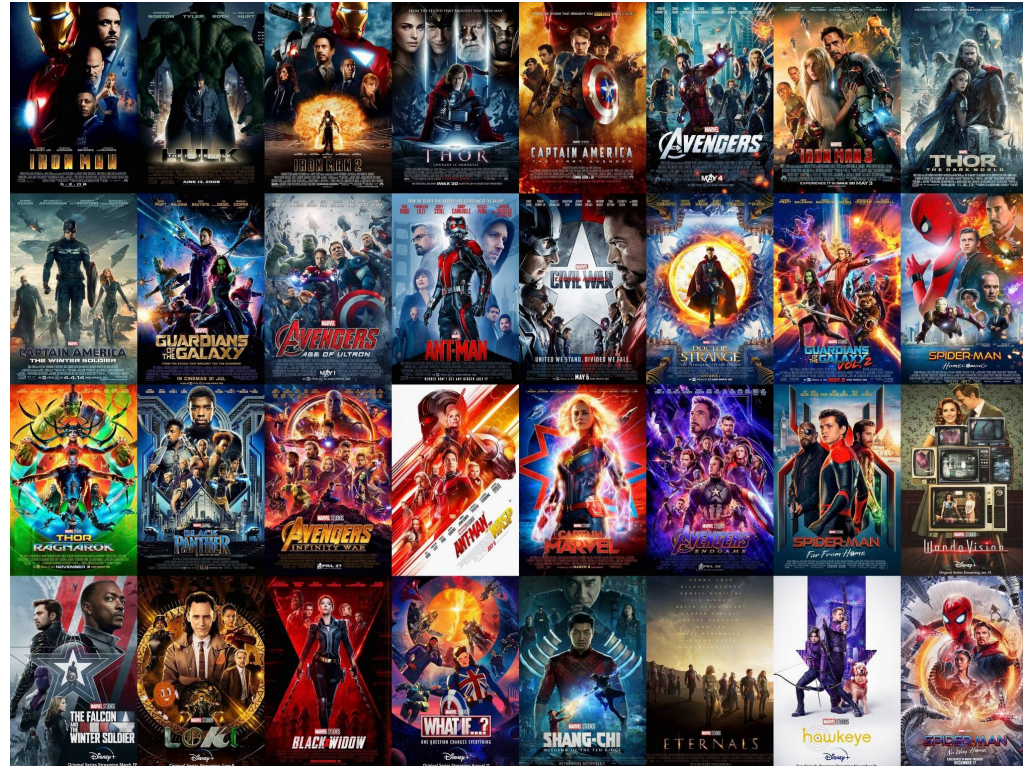
A vertical strip on the right side of the slide featuring several Marvel characters. From top to bottom, it includes Iron Man, Spider-Man, Doctor Strange, Wanda Maximoff, Vision, and Scarlet Witch.

“Superhero Fatigue” - Myth or Reality?

LIFESTYLE · BOX OFFICE

‘The Marvels’ struggles at box office amid superhero fatigue: ‘The growth of the genre has stopped’

FORTUNE



Is there really a problem?

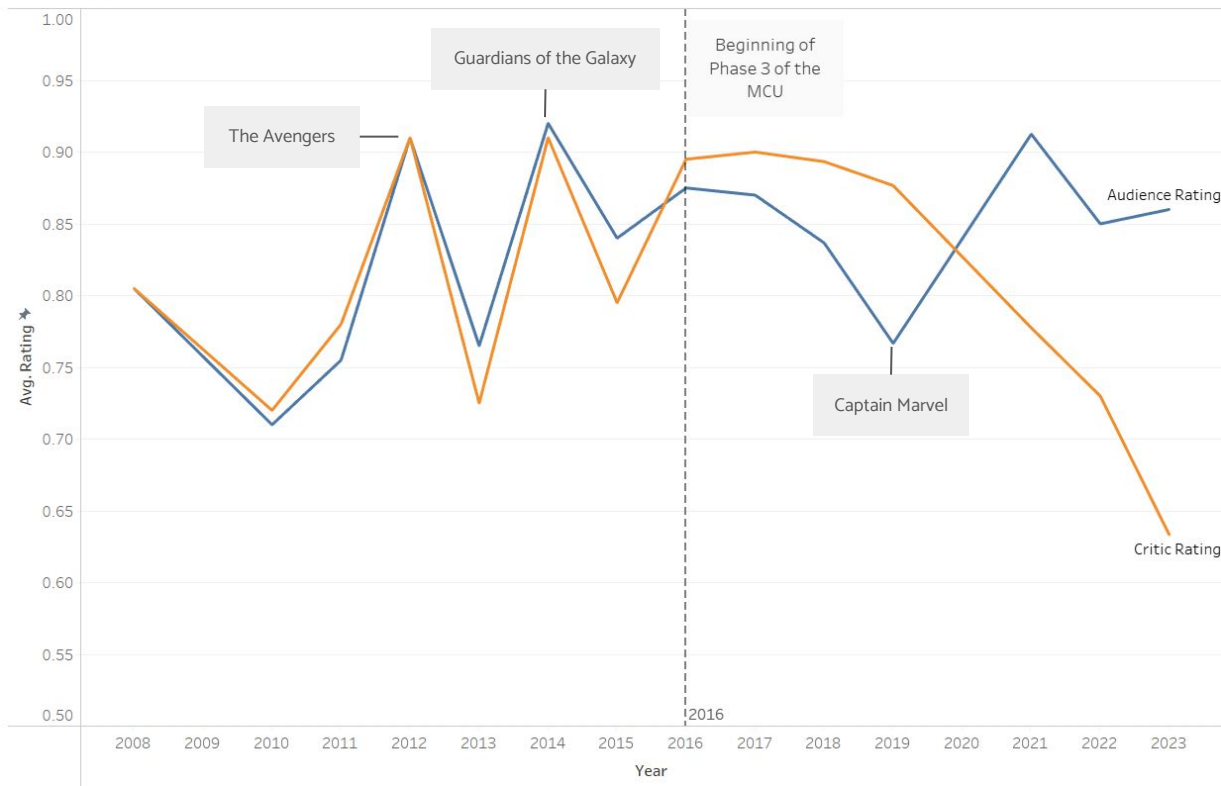
Has sentiment really changed surrounding the MCU?

Has the MCU “peaked”?



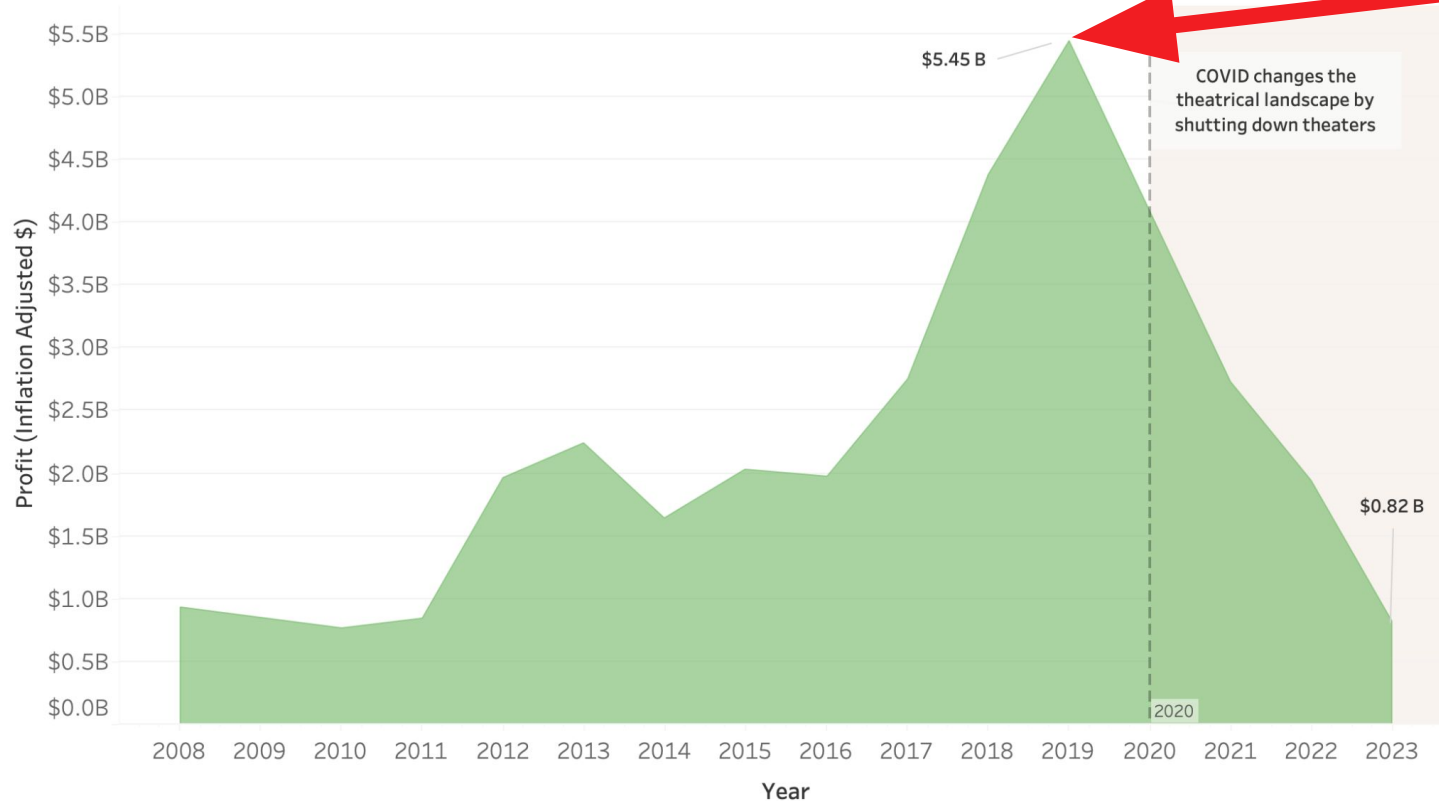
Has Sentiment Surrounding the MCU Changed?

Critic and Audience Opinions Have Diverged Since the Beginning of Phase 3, with Critics Having Harsher Feedback



Has the MCU “Peaked”?

MCU Profits Have Not Recovered Since Falling in 2020



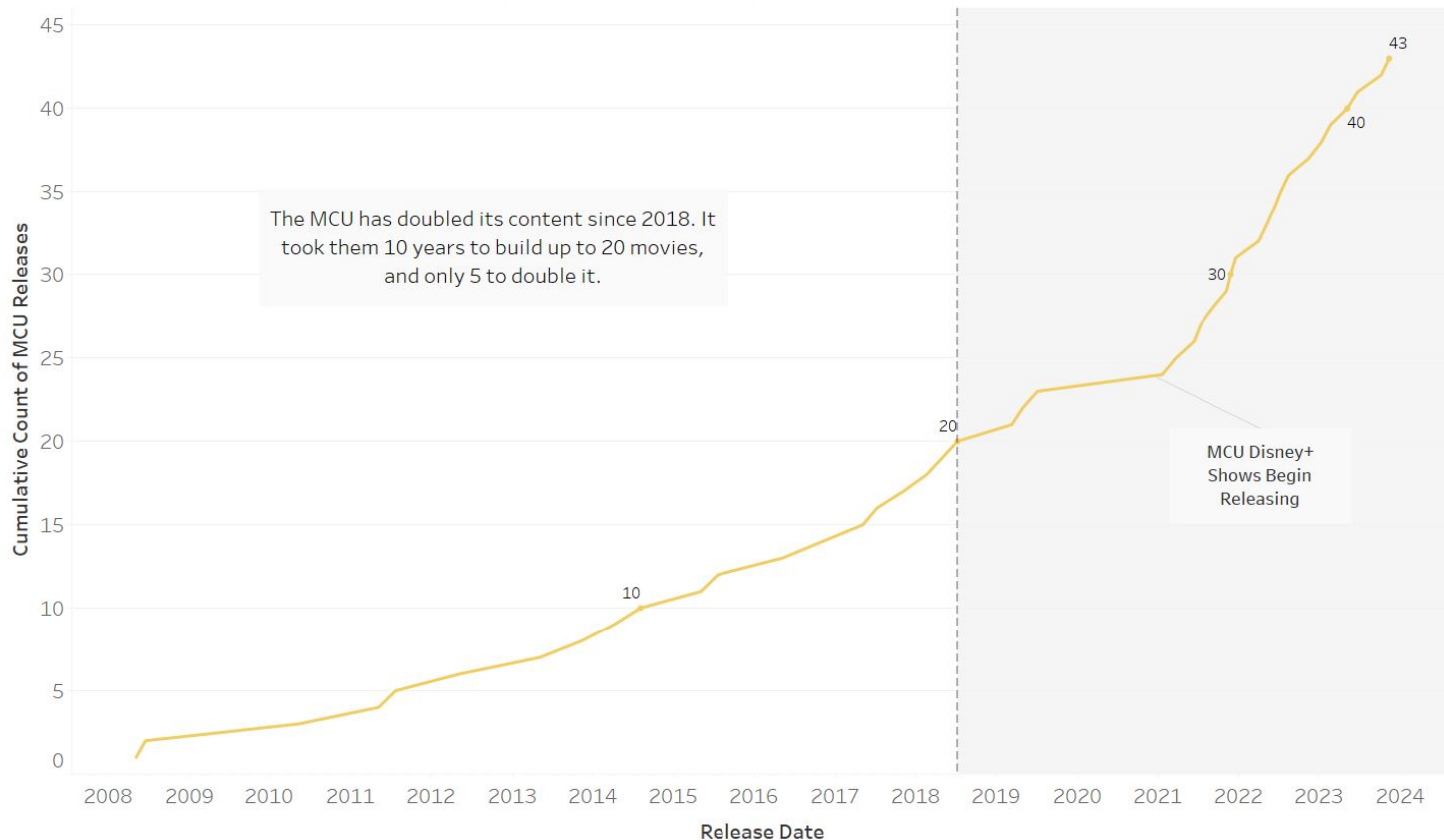
From a business perspective, yes.

**What could be
the root cause?**



Why is the MCU Losing General Audiences?

The Pace of Release of Marvel Content Has Risen Sharply in Recent Years



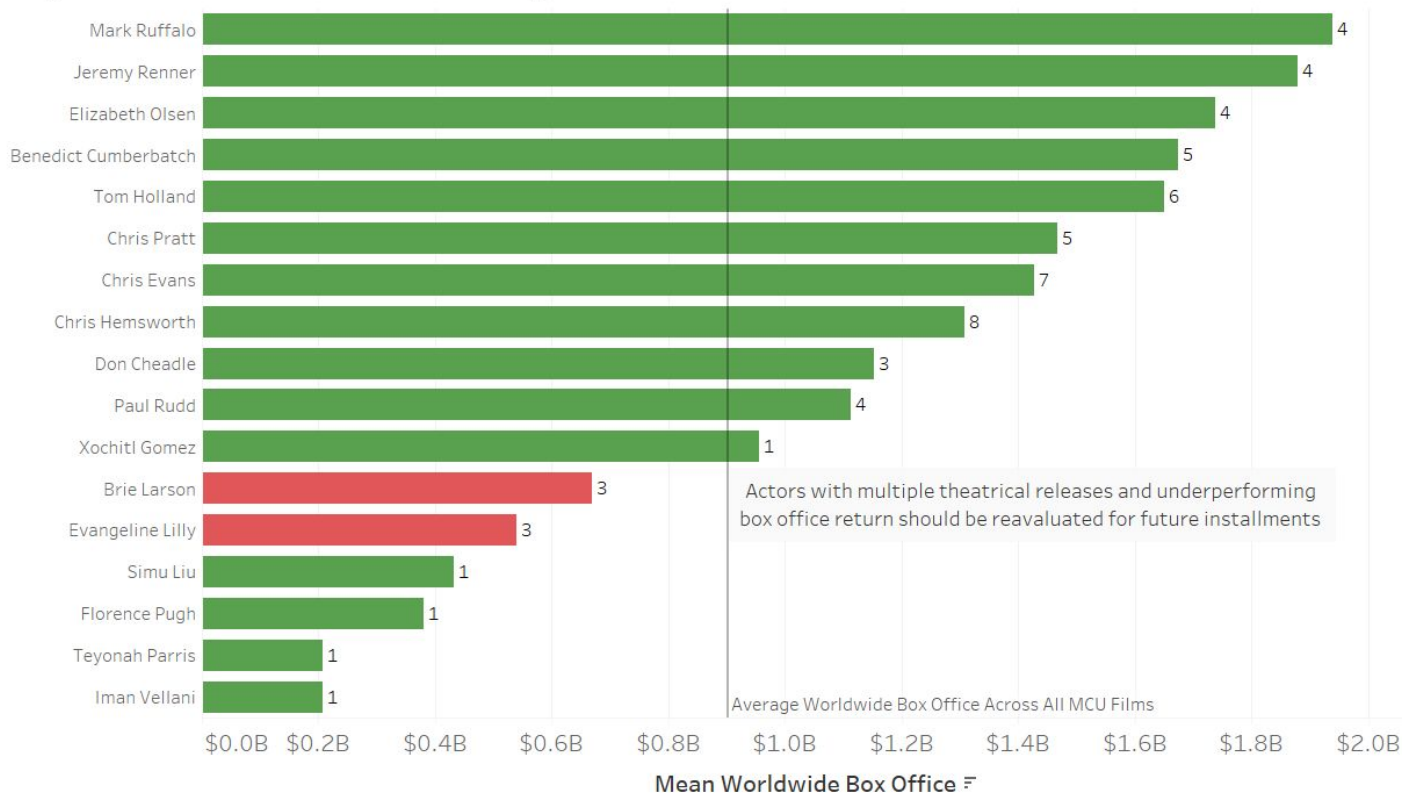
How to move forward



Who Should the MCU Focus on Going Forward?

Future MCU Leading Protagonists Need to Be Analyzed Based on Past Box Office Performance

Average Worldwide Box Office Return of Actor's Appearances in Number of MCU Theatrical Releases



Crowd Favorites



Mark Ruffalo
The Incredible Hulk



Jeremy Renner
Hawkeye



Benedict Cumberbatch
Doctor Strange

Up-and-coming stars



Simu Liu
Shang-Chi



Xochitl Gomez
America Chavez



Florence Pugh
Yelena Belova

Thank you!

Sources (Kaggle)

- <https://www.kaggle.com/davidgdong/marvel-cinematic-universe-box-office-dataset>
- <https://www.kaggle.com/datasets/rachit239/mcu-complete-dataset>

Additional Data Sourced from the Web:

- IMDb
- Metacritic
- Rotten Tomatoes
- Box Office Mojo by IMDbPro