A vertical strip on the left side of the image featuring a collage of Marvel Cinematic Universe characters, including Captain America, Iron Man, Thor, and others.

MARVEL CINEMATIC UNIVERSE

Is it in trouble?

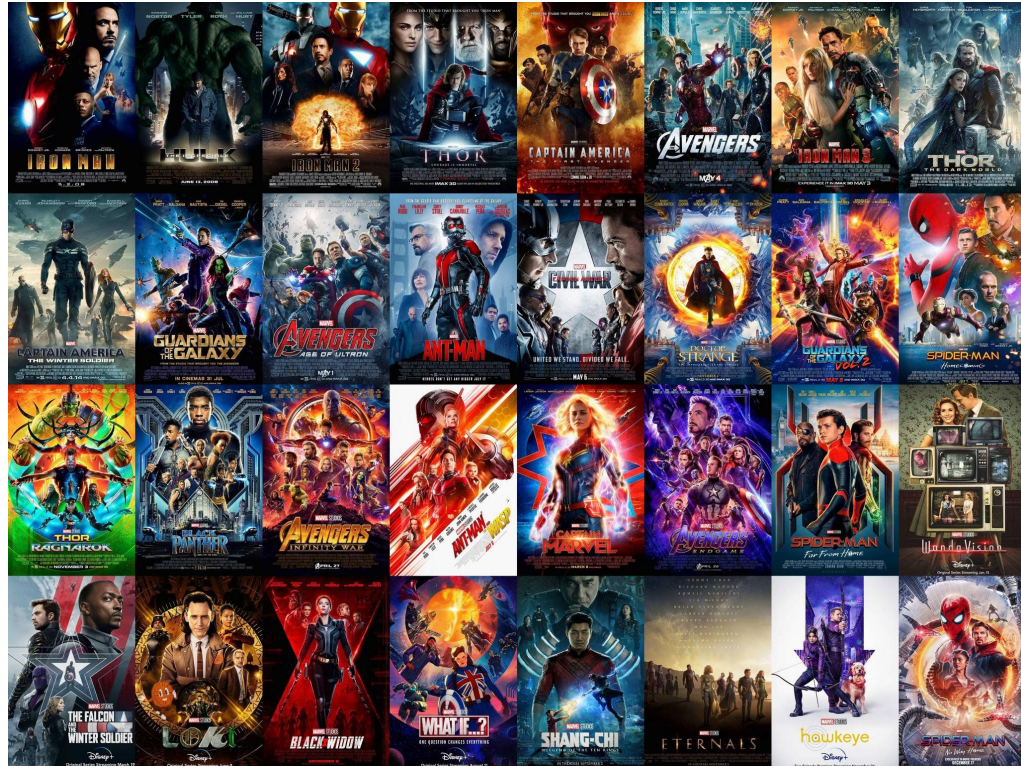
A vertical strip on the right side of the image featuring a collage of Marvel Cinematic Universe characters, including Iron Man, Spider-Man, and others.

“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

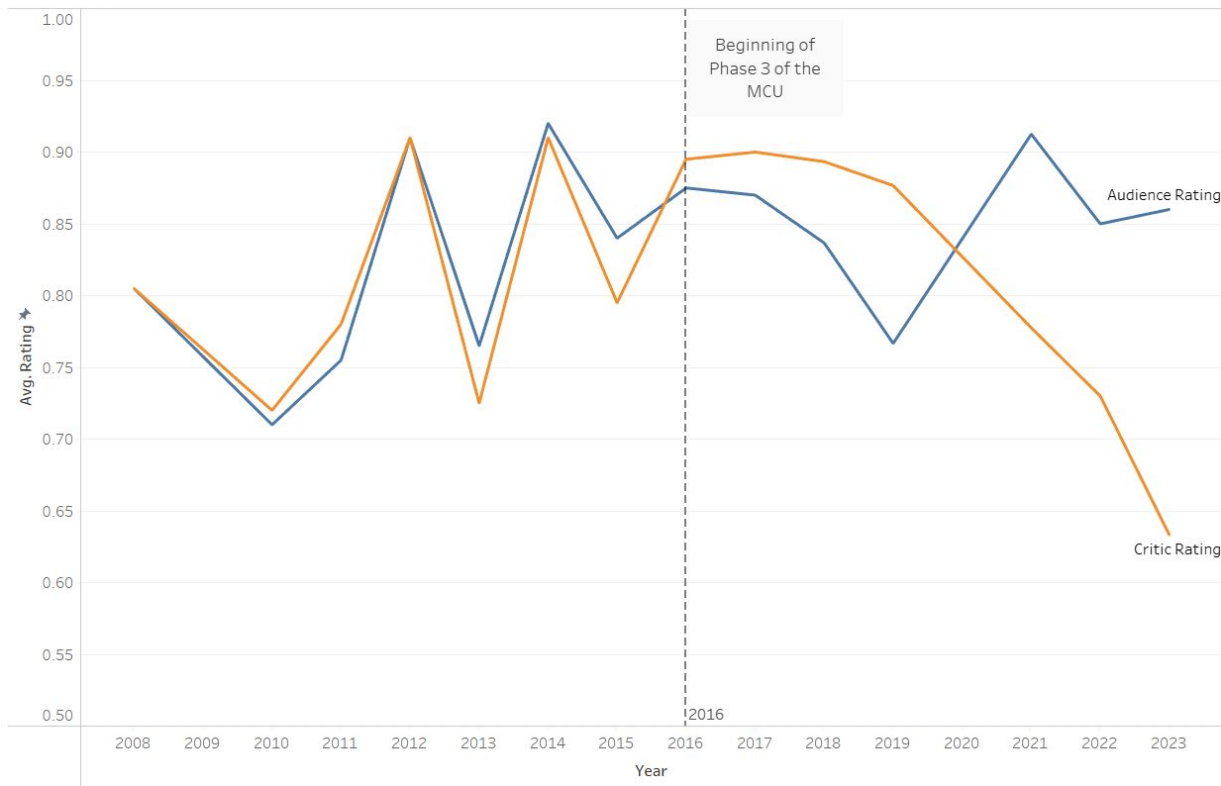


Our Investigation

- Has sentiment really changed surrounding the MCU?
- Do critic opinions hold weight at the box office?
- Are audiences still excited for Marvel movies?
- Has the MCU “peaked”?

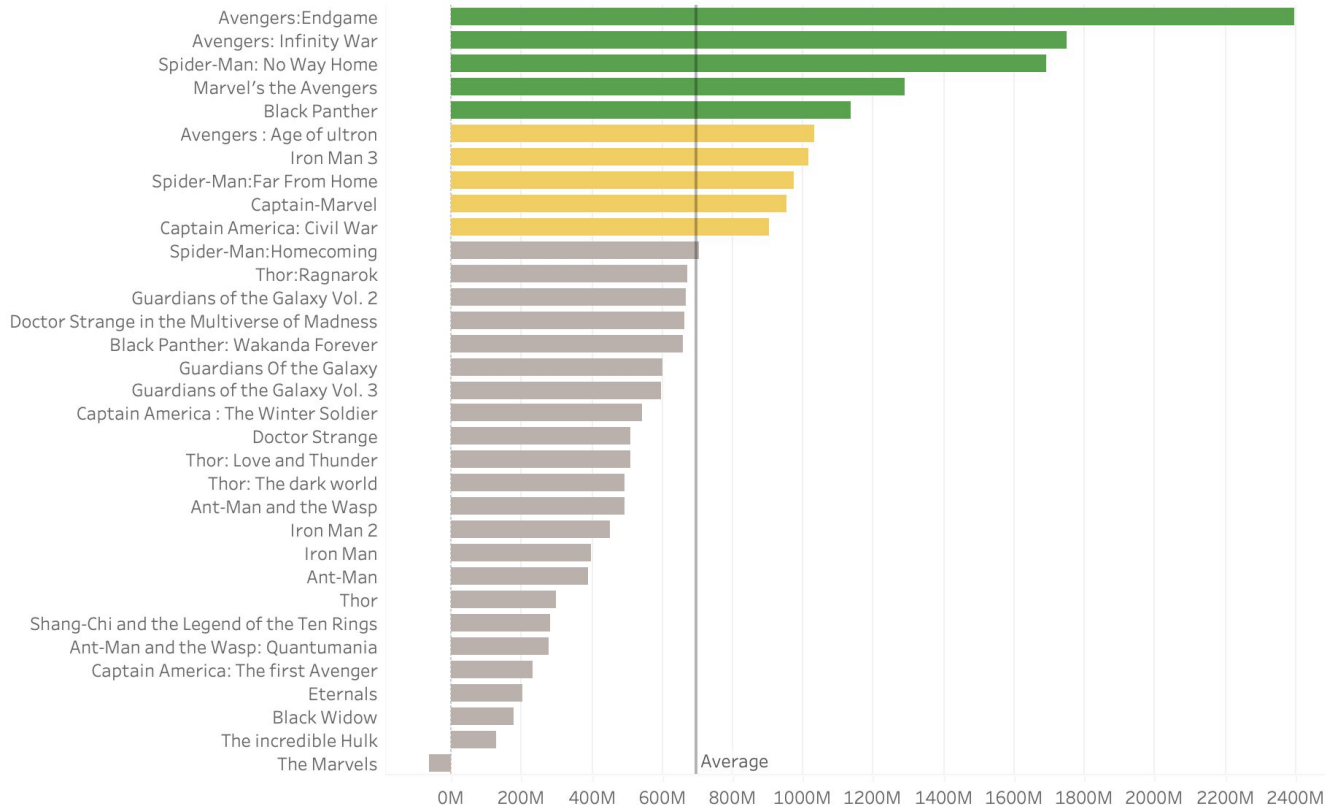
Has Sentiment Surrounding the MCU Changed?

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



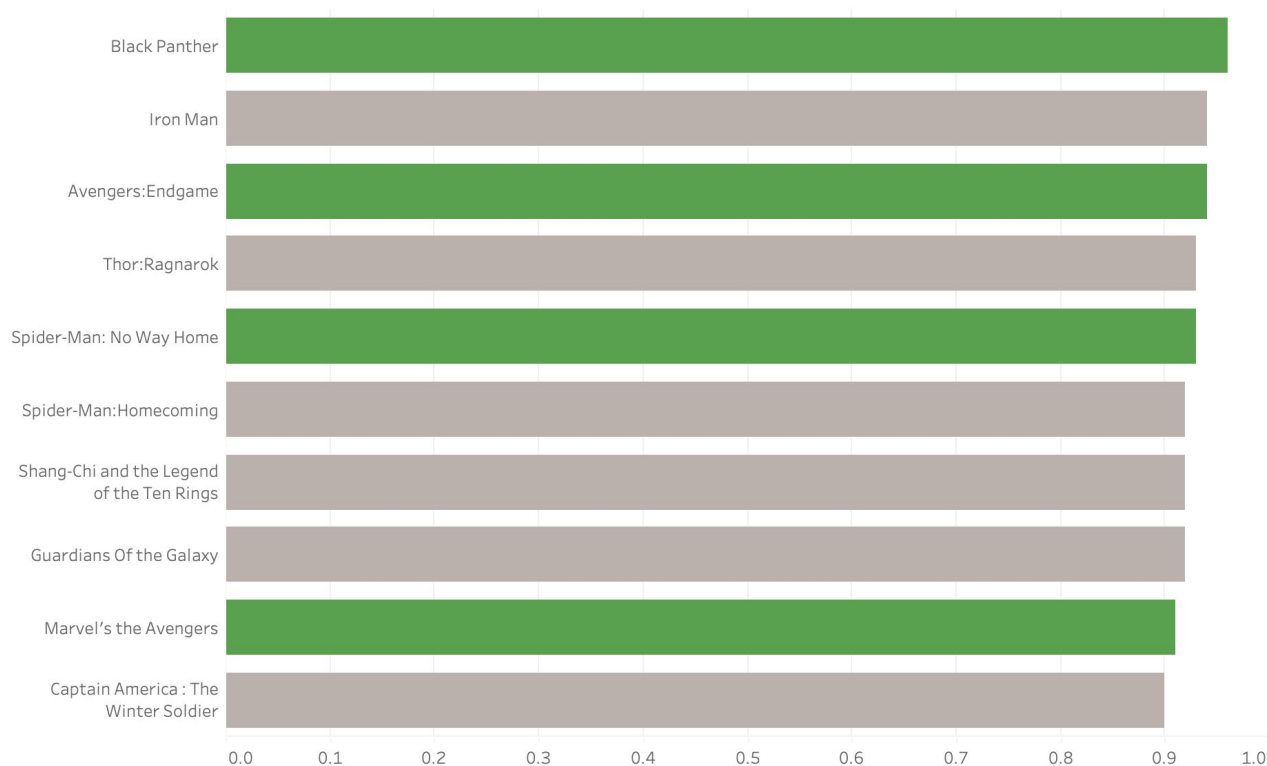
Do critic scores hold weight at the box office?

Total profit of all MCU films (USD)



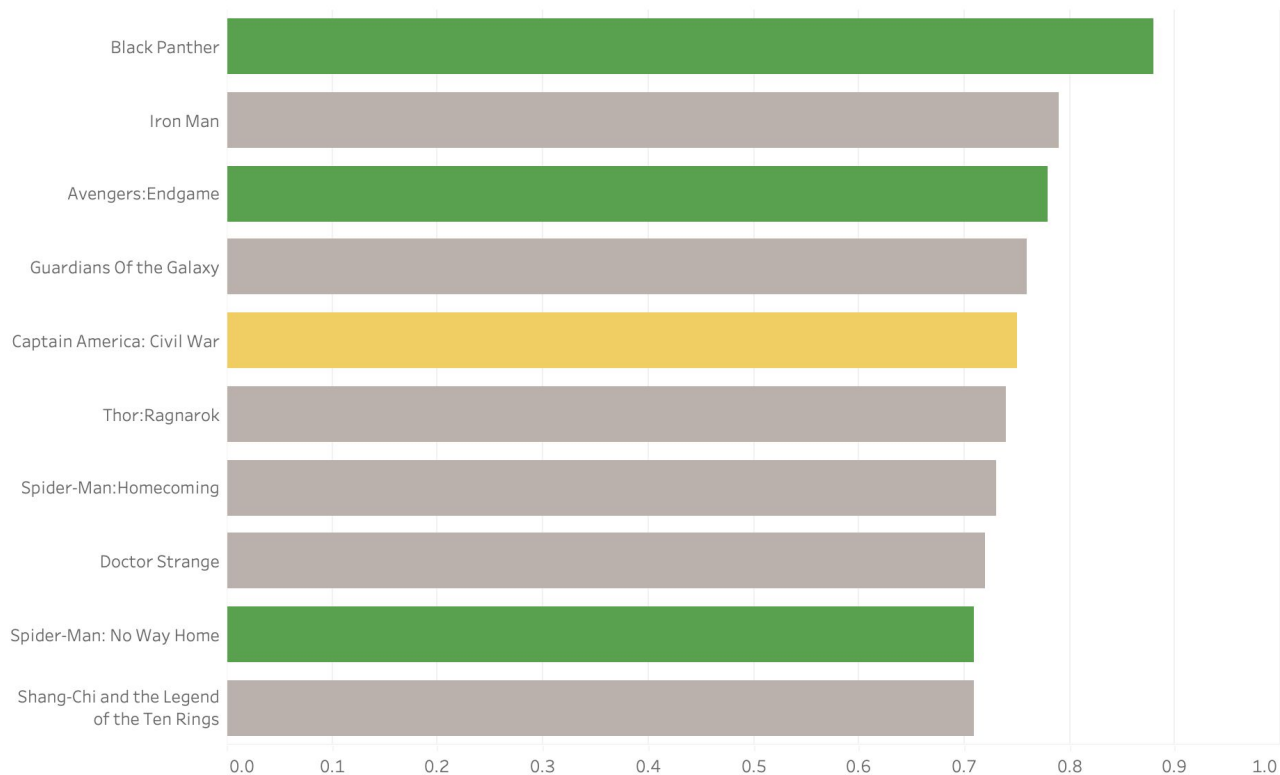
Do critic scores hold weight at the box office?

Top 10 movies by **Tomato Meter** percentage



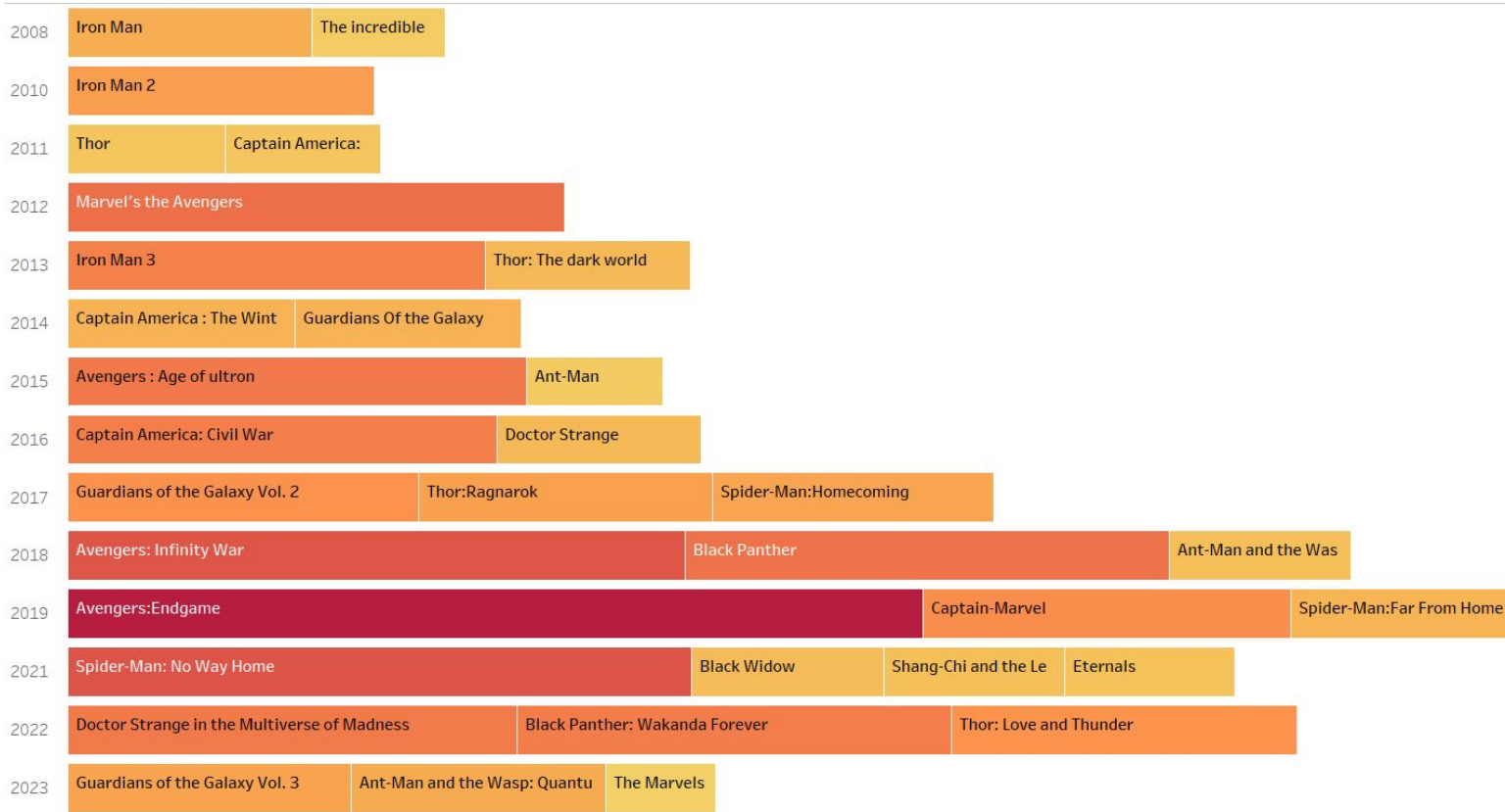
Do critic scores hold weight at the box office?

Top 10 movies by Metascore percentage



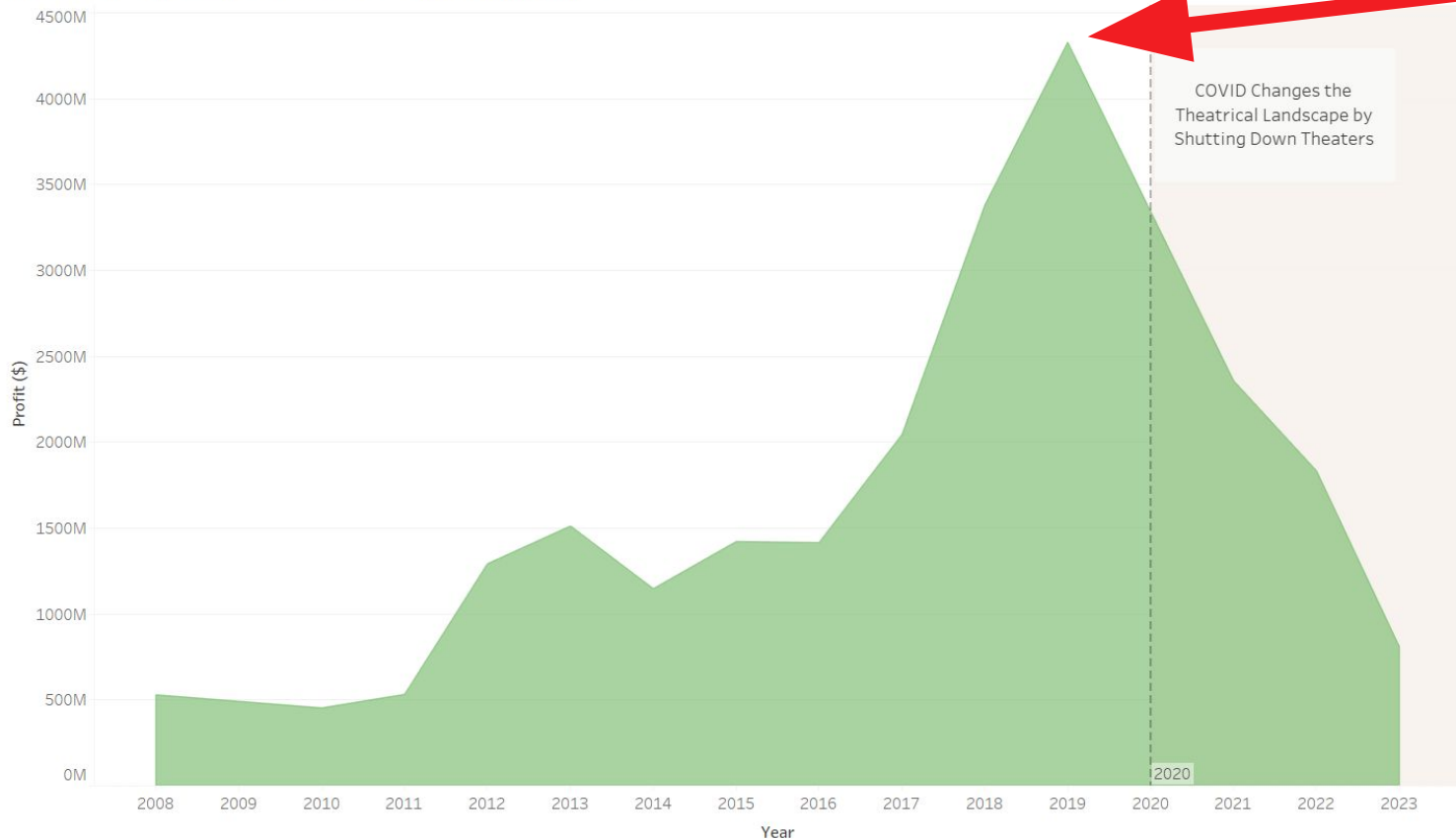
Are audiences still excited for new Marvel movies?

MCU Opening Weekend sales have reached an all time low after peaking in 2019



Has the MCU “Peaked”?

MCU Profits Have Not Recovered Since Falling in 2020



From a business perspective, yes.

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