

INDUSTRIES & MARKETS

# Cinema: market data & analysis

Market Insights report

**Market** Insights  
by statista 

November 2023



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**10**  
sectors

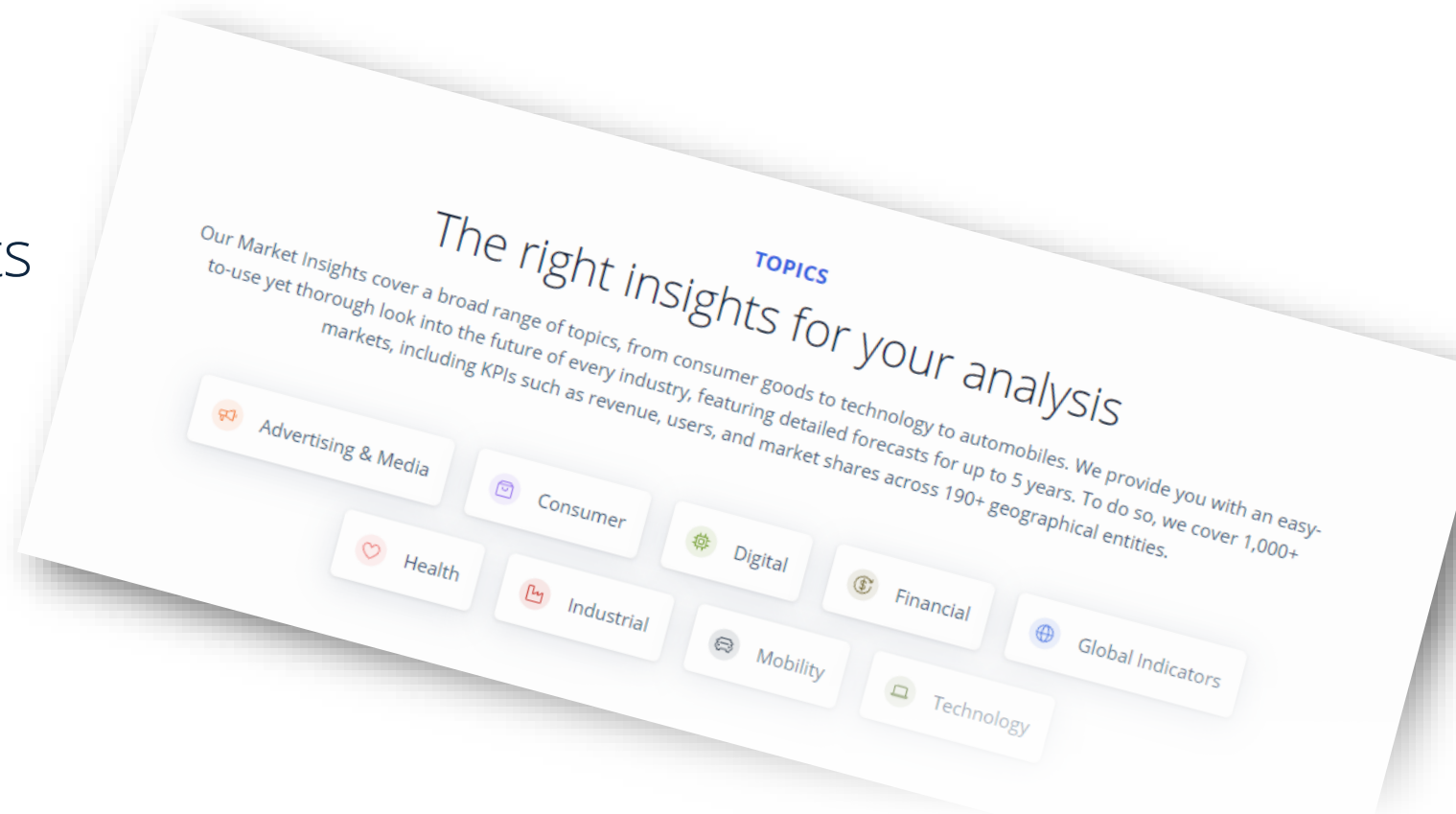
**190+**  
geographical  
entities

**1,000+**  
markets

**400+**  
reports

# Market Insights – market data, forecasts, and qualitative insights

The Cinema market is part of the Media market.



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**10**  
sectors



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## CHAPTER 1

# Overview



# The Cinema market is a fast growing market

Overview: Summary

## Summary

In the realm of entertainment, the Cinema market represents a longstanding pillar of cultural experience, with its evolution reflective of diverse regional preferences, technological advancements, and changing consumer behaviors worldwide. Customer preferences play a pivotal role in shaping the Cinema market's trajectory. While streaming services and on-demand content have gained popularity, the allure of the big screen persists. The immersive experience of watching movies in theaters, coupled with the communal aspect of shared cinematic moments, remains a draw for audiences across various regions.

The trends in the Cinema market showcase a multifaceted landscape. In the United States, despite the rise of digital platforms, cinemas continually innovate, offering premium experiences like IMAX, 3D screenings, and luxury seating to entice audiences. This adaptation is driven by the demand for an elevated cinematic encounter that transcends home entertainment. In countries like India, where cinema is deeply ingrained in the cultural fabric, the market witnesses a blend of Bollywood extravaganzas and regional films drawing audiences to theaters.

The cinematic experience extends beyond mere movie-watching; it's a celebration of storytelling, music, and cultural identity, fostering a unique allure for Indian audiences. In contrast, European markets exhibit a varied landscape. While Western Europe boasts a mature cinema culture, Eastern European countries undergo transformations. Factors such as rising disposable incomes and the influx of multiplexes reshape the cinema-going experience, offering a blend of local and international content to diverse audiences. The Asia-Pacific region showcases diverse cinema-going patterns. China, a burgeoning cinematic giant, experiences rapid growth in its film industry, with domestic productions capturing both local and global attention. Australia embraces cinema as an integral part of leisure, blending mainstream blockbusters with niche and independent films for a discerning audience. Local special circumstances contribute significantly to the Cinema market's dynamics. In developing regions with limited access to digital entertainment, cinemas remain a primary source of leisure. However, in regions with mature markets, cinemas face challenges posed by digital alternatives, compelling them to enhance offerings and experiences.

# The Cinema market has been growing ever since, as it is one of the most popular entertainment possibilities for users

Overview: Market Definition

## Market definition

The Cinema market encompasses the entertainment industry segment dedicated to the screening of motion pictures within dedicated venues, commonly known as cinemas or movie theaters. This market provides audiences with a communal experience of watching a wide range of films, including feature films, documentaries, and animations, on large screens, accompanied by high-quality sound systems, creating an immersive and theatrical experience.

### Additional Information:

The market includes vital metrics such as revenues and average revenue per user (ARPU), users and user penetration with revenues being generated through ticket sales, concessions, cinema subscriptions, consumer spending on cinema-related products and services, and advertising spendings related to promoting films and products within cinemas.

Key players in the market are companies, such as AMC Entertainment Holdings, Inc., Cineworld Group plc, and Regal Entertainment Group (now part of Cineworld).



# Cinema accounted for 4.76% of the Media market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

## Key Takeaways

Revenue in the Cinema market is projected to reach US\$72.31bn in 2023.

Revenue is expected to show an annual growth rate (CAGR 2023-2028) of 6.24%, resulting in a projected market volume of US\$97.87bn by 2028.

In the Cinema market, the number of users is expected to amount to 1.9bn users by 2028.

User penetration will be 18.5% in 2023 and is expected to hit 23.7% by 2028.

The average revenue per user (ARPU) is expected to amount to US\$50.96.

In global comparison, most revenue will be generated in the United States (US\$18,440.00m in 2023).

### + In scope

This market includes:

- Revenues generated from box office sales, such as tickets bought online and offline
- Revenues generated from advertising, such as ads before and after a movie
- Revenues generated from concessions, such as sale of snacks and drinks

### - Out of scope

This market excludes:

- Streaming of movies, such as streaming on Amazon Prime
- Merchandise from movies sold through third-party services, such as Marvel merchandise
- Ad spending on movies, such as TV ads for movies



# A more diverse and international world opens up new possibilities for filmmakers, however streaming services are on the rise, and a huge competition

## Trends



### Streaming and On-Demand Platforms:

The rise of streaming and on-demand platforms is a significant trend in the cinema market. With the advent of platforms like Netflix, Amazon Prime, and Disney+, the way people consume movies has changed dramatically. These platforms offer a vast library of films and TV shows that can be accessed anytime, anywhere, making them a convenient alternative to traditional cinema. The COVID-19 pandemic has further accelerated this trend, with many people turning to these platforms for entertainment during lockdowns. Moreover, these platforms are not just distribution channels; they have also become major players in film production. They are investing heavily in creating original content, further intensifying competition in the film industry.



### International Content:

A notable trend is the growing popularity of international content. As the world becomes more interconnected, audiences are becoming more open to films from different cultures and languages. This trend is reflected in the success of non-English films and TV shows on global platforms. For instance, the Korean film "Parasite" won the Palme d'Or at Cannes and four Academy Awards, including Best Picture, marking a milestone for non-English cinema. Similarly, the Spanish show "Money Heist" and the German series "Dark" have gained massive global followings on Netflix. This trend toward international content is pushing the film industry to become more diverse and inclusive, opening up opportunities for filmmakers around the world.

## CHAPTER 2

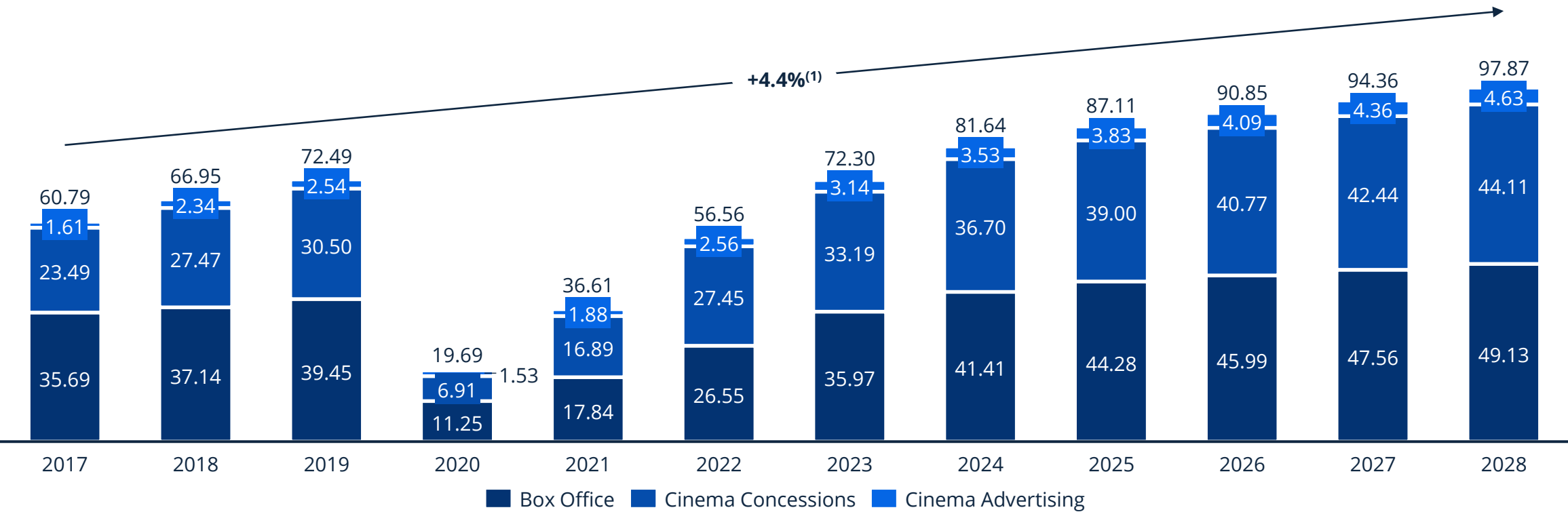
# Market Numbers



# Cinema revenues are estimated to increase at a CAGR<sup>(1)</sup> of 4.4% from 2017 to 2028

Market Size: Global

Revenue forecast in billion US\$



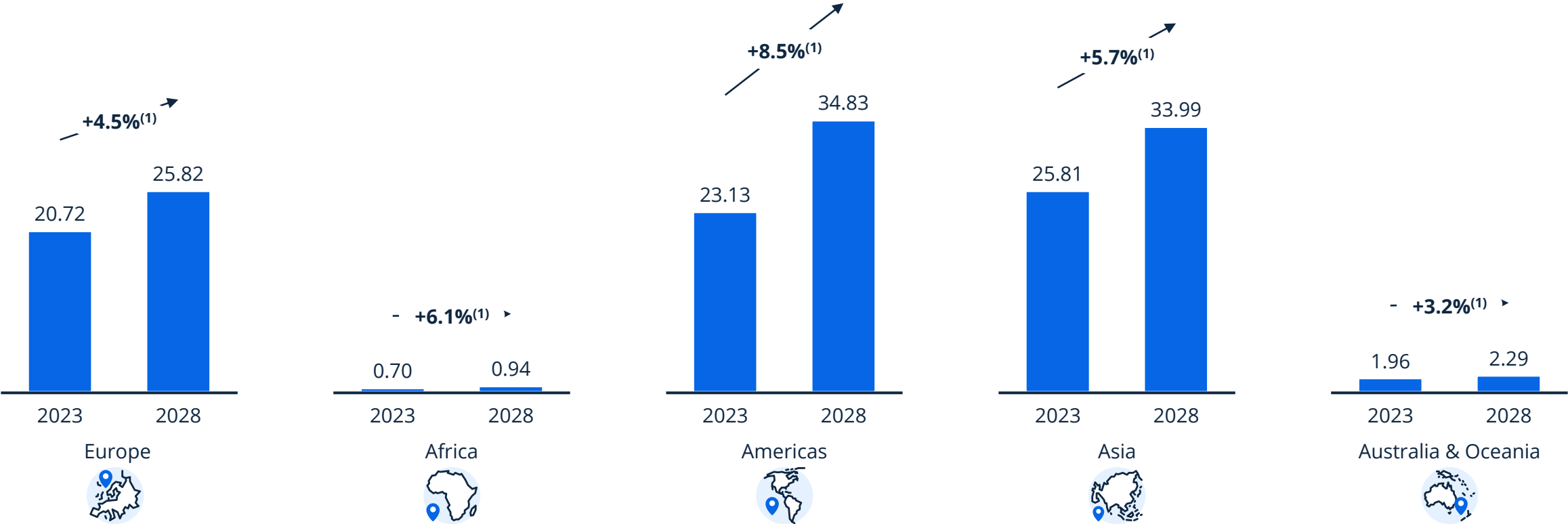
11 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# With revenue of US\$ 25.8 billion, Asia is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

Revenue forecast in billion US\$



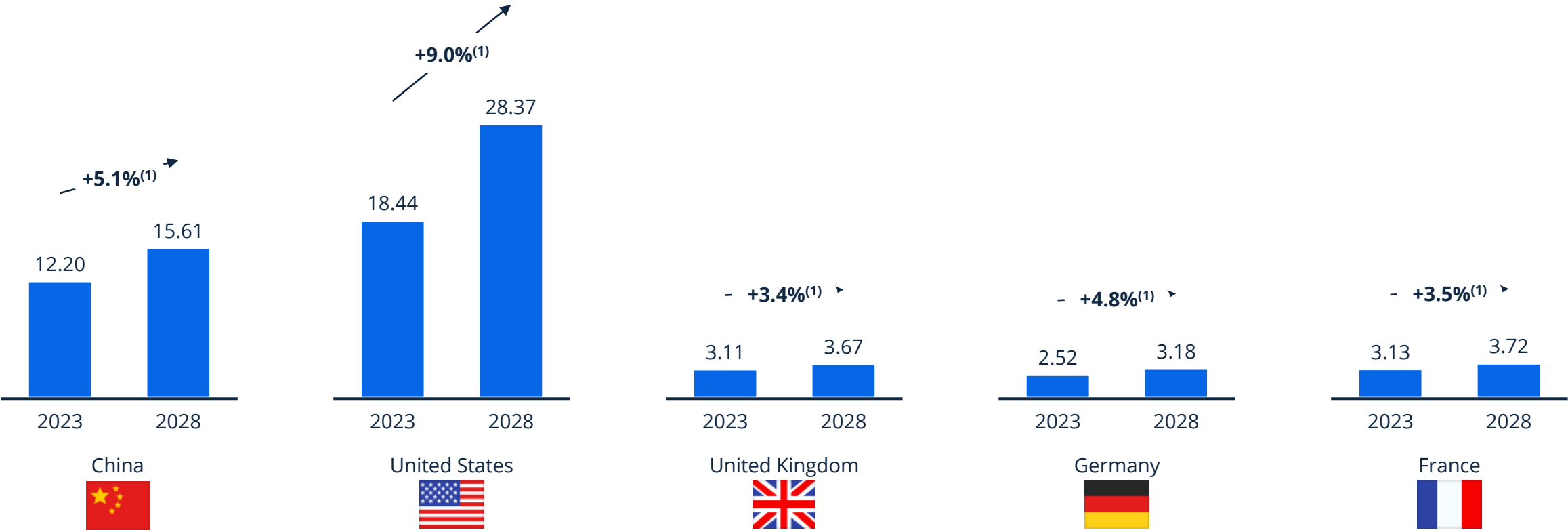
12 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# With revenue of US\$ 18.4 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

Revenue forecast in billion US\$



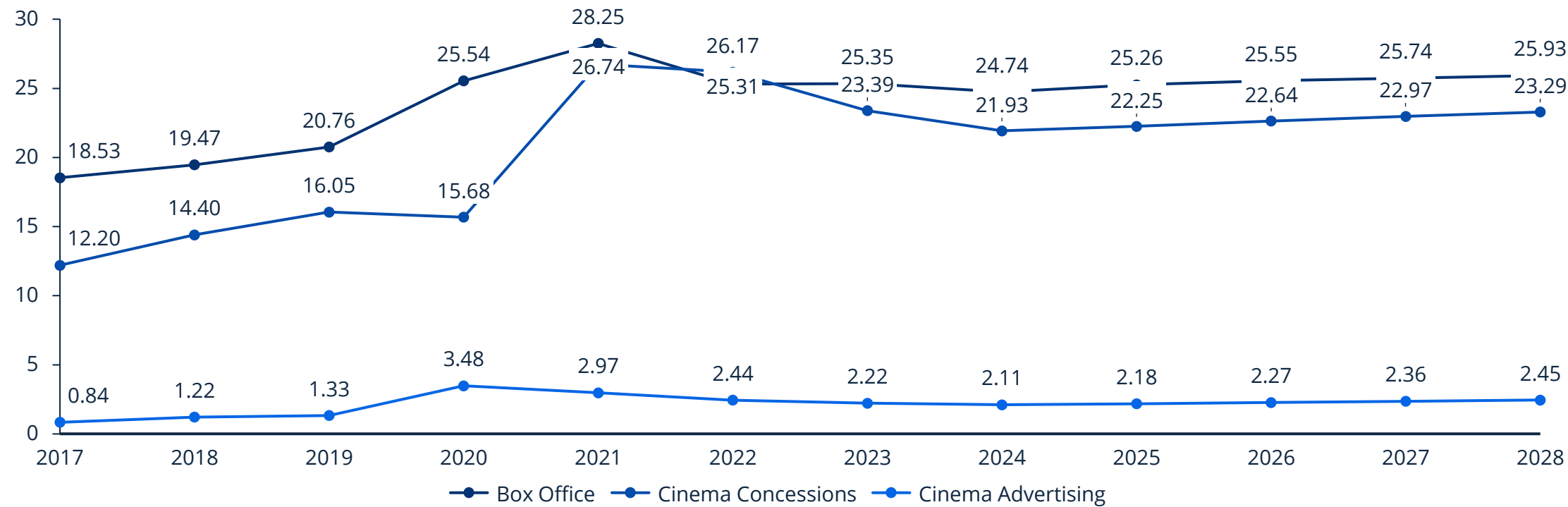
13 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# Cinema average revenue per viewers are estimated to increase from 2017 to 2028

Market Size: Global

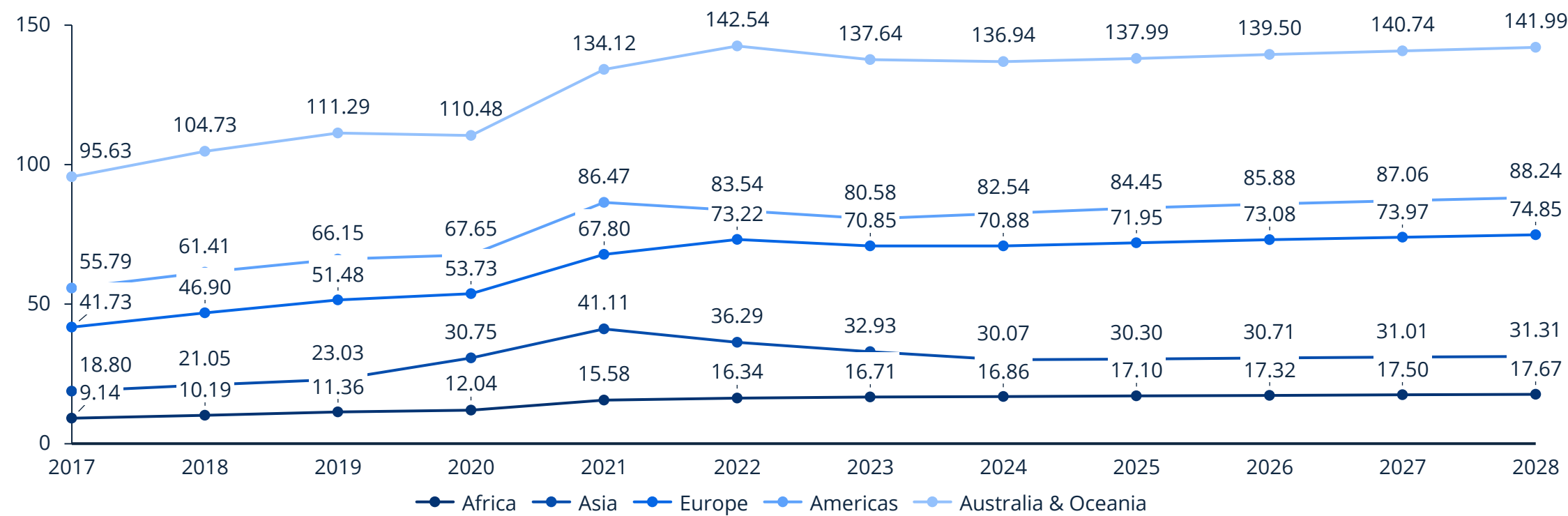
Average revenue per viewer forecast in US\$



# In Australia & Oceania users spend on average the most in cinemas in 2028

Market Size: Regional Comparison (1/2)

Average revenue per viewer forecast in US\$

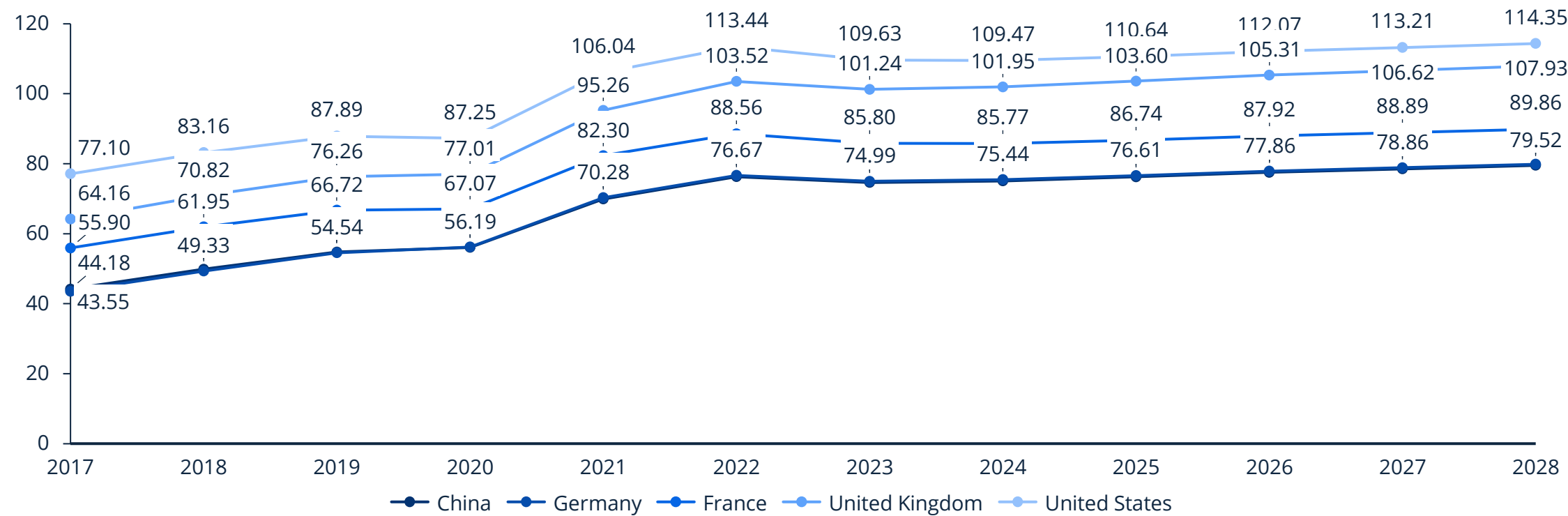




# With average revenue per viewer of US\$ 109.6, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

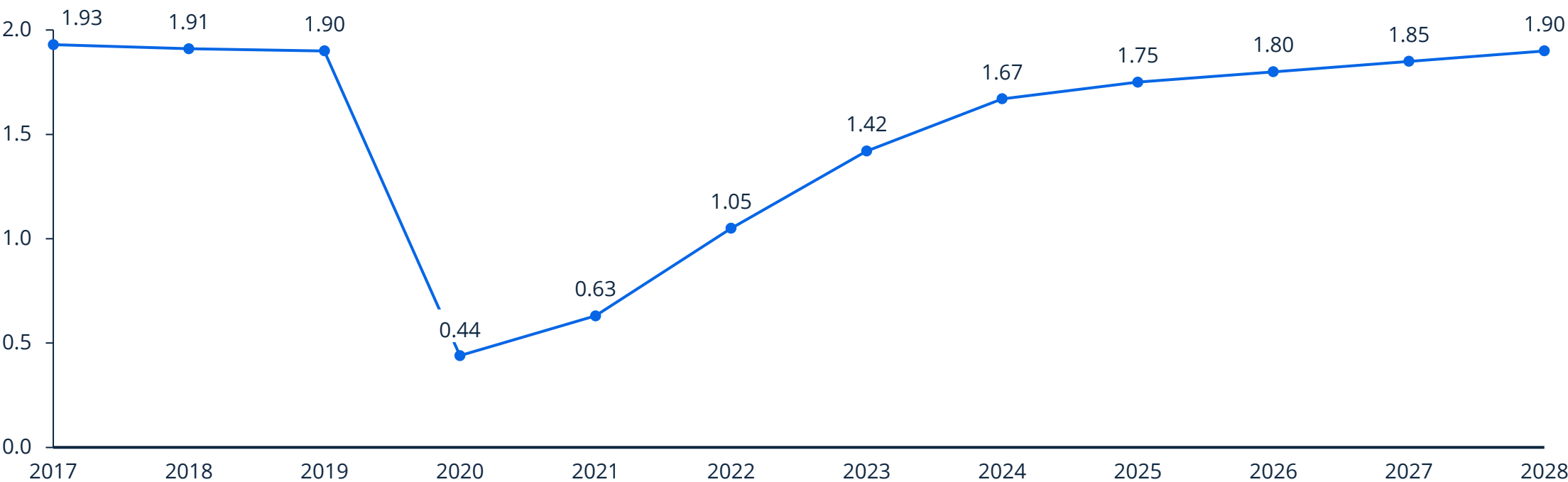
Average revenue per viewer forecast in US\$



# Cinema viewers are estimated to decrease slightly from 2017 to 2028 after taking a huge setback during the COVID-19 pandemic

Market Size: Global

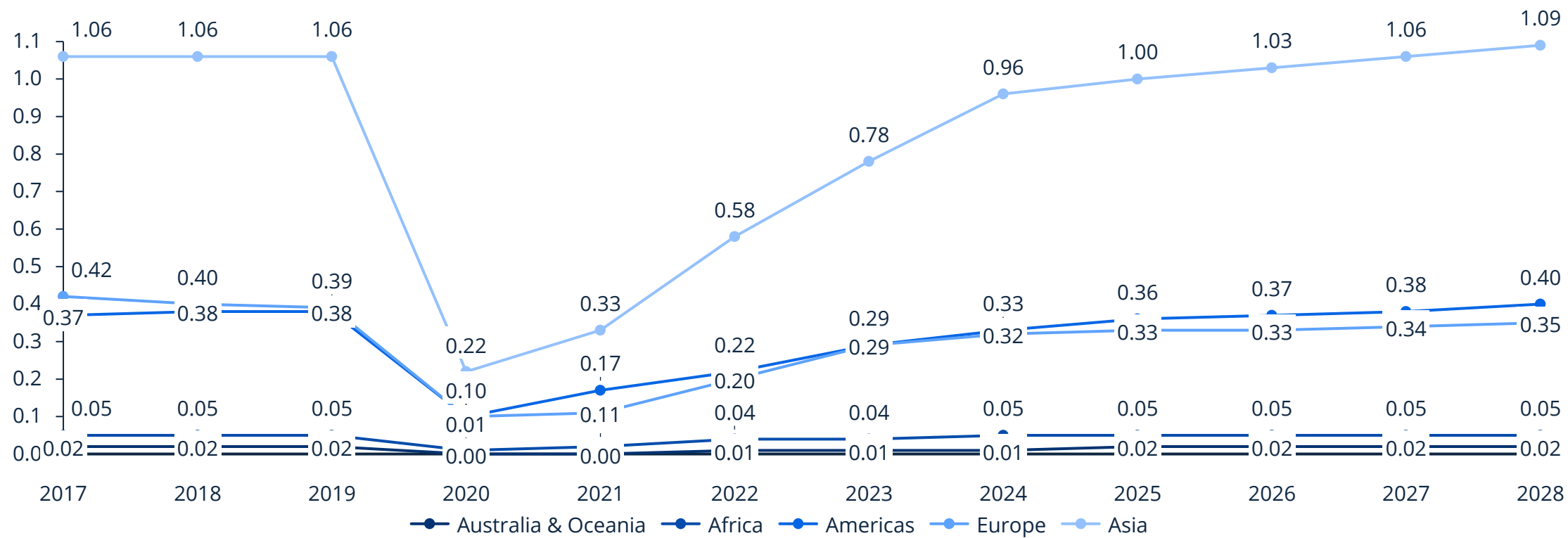
Viewers forecast in billion



# Asia has the biggest market in Cinema viewers in 2028 reaching over 1.09 billion by 2028

Market Size: Regional Comparison (1/2)

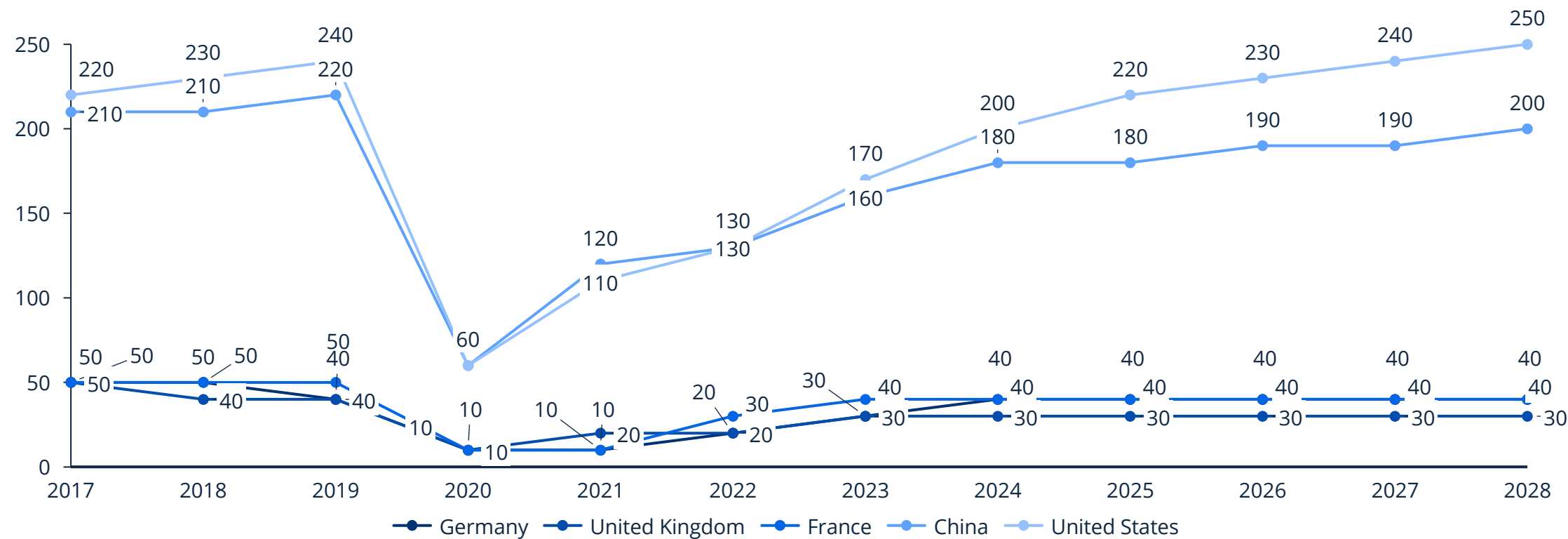
Viewers forecast in billion



# With viewers of 200 million, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

Viewers forecast in million



# AMC Theatres is the leading company in the cinema market with a total 940 cinemas

Company profiles (1/2): AMC Theatres

## Overview and key figures

AMC Theatres, originally an abbreviation for American Multi-Cinema, is an American movie theater chain founded in Kansas City, Missouri, and now headquartered in Leawood, Kansas. It is the largest movie theater chain in the world. AMC Theatres aims to provide the best possible movie-going experience for its customers. AMC Theatres concentrate on a number of areas to make this possible.

Year Founded:	1920
Number of employees:	33,694 (as of Dec 2022)
Number of Cinemas:	940 (as of 2022)
Revenue:	US\$3.91 billion (as of 2022)
Headquarters:	Leawood, Kansas, U.S.



## Strategy and development

Firstly, AMC Theatres exhibit high-quality, in-demand films from top studio suppliers. Second, AMC Theatres have best-in-class sight and sound systems installed in their theaters. This means AMC Theatres have invested in the highest quality technology like IMAX and Dolby to deliver the best audiovisual experience possible. Third, AMC Theatres have concentrated on enhancing the theatrical experience beyond the screen to include comfortable seating, mobile ordering, bars, lounges, and a variety of concessions.

In terms of technology, strategy, and development, AMC Theatres has been implementing several strategies to adapt to the digital age and enhance the movie-going experience. These strategies include the development of non-fungible tokens (NFTs) for moviegoer attendance, accepting cryptocurrencies as payment, and experimenting with variable pricing. AMC Theatres has also been focusing on enhancing the theatrical experience beyond the screen to include comfortable seating, mobile ordering, bars, lounges, and a variety of concessions.

# Cineworld is the biggest cinema in Europe with over 750 cinemas

Company profiles (2/2): Cineworld

## Overview and key figures

Cineworld Group plc, founded in 1995, is a leading cinema operator in Europe. The company operates modern multiplex cinemas with IMAX, 4DX, and VIP technologies in leisure and retail parks. Cineworld screens a variety of content including movies, live events, and sports on digital screens. The company has made significant strides in technological advancements to offer an enhanced service compared to the competition.

Year Founded:	1995
Number of employees:	28,000 (as of 2023)
Number of Cinemas:	751 (as of 2022)
Revenue:	US\$1.8 billion (as of 2021)
Headquarters:	London, England



## Strategy and development

Cineworld Group plc has been a pioneer in the cinema industry, constantly evolving to meet the changing demands of moviegoers. The company has a strong portfolio of venues around the country and the financial capabilities to contend with larger cinemas. They have embraced the digital switchover and the introduction of 3D films. In addition, Cineworld has developed successful iPhone and Android mobile apps, which are driven by a single underlying flexible RESTful API. This allows other developers access to Cineworld's cinema, film, and performance information to use in their own prototypes, blogs, and mash-ups. This innovative approach to technology and development sets Cineworld apart in the cinema industry.

## CHAPTER 3

# Appendix





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Jonah Trenker graduated in Tübingen, Germany with a master's degree in economics and finance, with a focus on empirical calculations. In the Strategic Market Insights department, he is responsible for media markets, as well as Metaverse, AR & VR and Esports markets. Additionally for the Artificial Intelligence market. He supervises the markets from research and modeling, to forecasting and publishing.