

EGYPTIAN BOX OFFICE

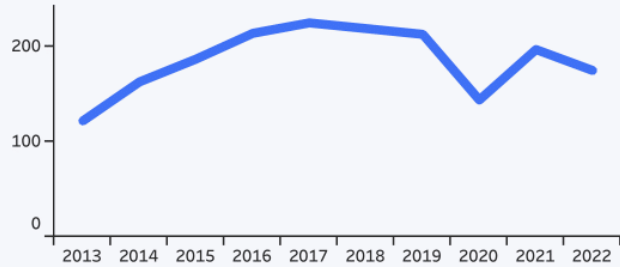
Analyzing the past 10 years in the Egyptian movie industry

By: Assem M. Khalil

EGYPTIAN BOX OFFICE

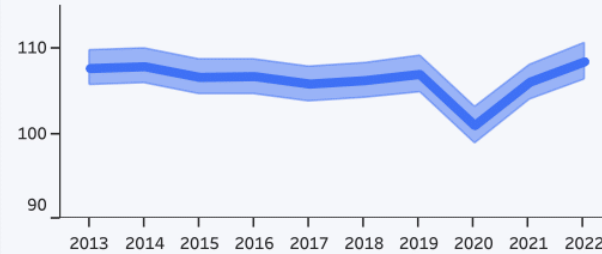
Analyzing the past 10 years in the Egyptian movie industry

2013

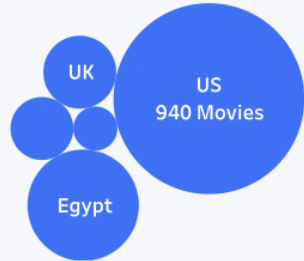


1,881 MOVIES

MOVIES AVERAGE RUNTIME PER YEAR **3,336 RUNTIME HOURS**

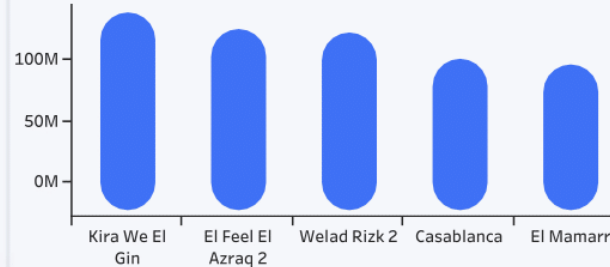


NUMBER OF MOVIES BY COUNTRY OF PRODUCTION **55 COUNTRIES**

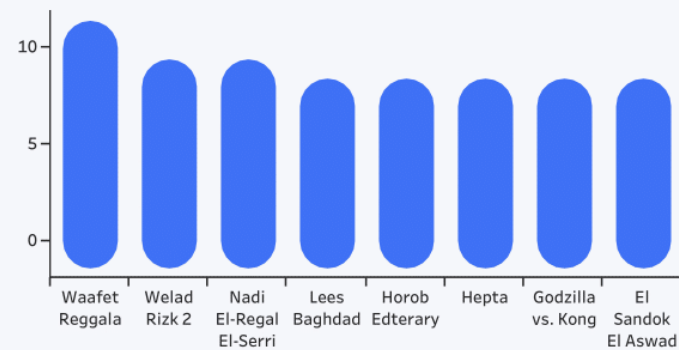


55 COUNTRIES

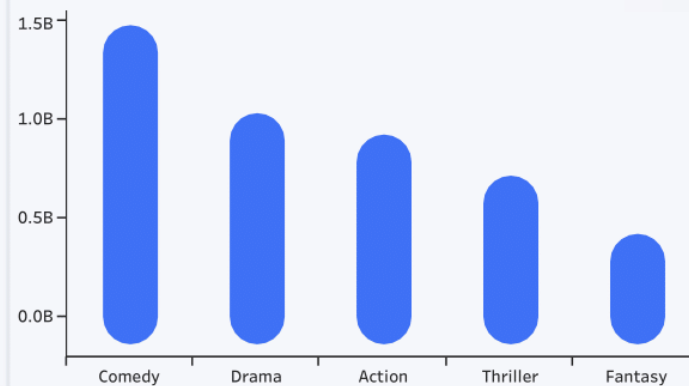
TOTAL REVENUE PER MOVIE **EGP 5.25B IN REVENUE**



MOVIES STAYING ON TOP OF BOX OFFICE FOR THE HIGHEST NUMBER OF CONSECUTIVE WEEKS



MOVIES REVENUE BY GENRE



MOST SUCCESSFUL EGYPTIAN DIRECTORS

Marwan Hamed EGP 292.42M	Sherif Arafa EGP 226.58M	Tareq El Eryan EGP 182.71M	Ahmed El Gendy EGP 137.37M
	Peter Mimi EGP 213.48M		

MOST SUCCESSFUL EGYPTIAN WRITERS

Ahmed Mourad EGP 292.42M	Tamer Hosny EGP 213.79M	Ayman Wattar EGP 140.93M	Sherif Arafa EGP 116.96M
	Salah El Geheiny EGP 182.64M		

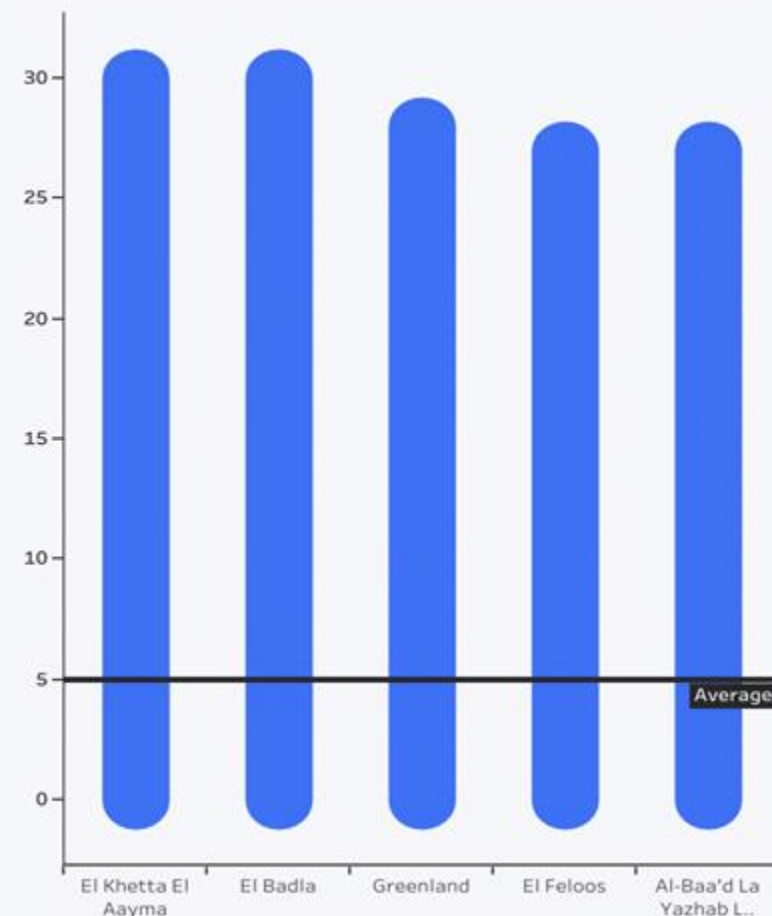
MOST SUCCESSFUL EGYPTIAN ACTORS

Ahmad Ezz EGP 363.49M	Karim Abdel-Aziz EGP 295.26M	Tamer Hosny EGP 263.75M
	Hend Sabry EGP 275.19M	Mohamed Mamdouh EGP 233.97M

Success is not in reaching the top, it's in staying there

Movies in Egypt tend to have a relatively short lifespan in theaters, with an average of 5 weeks. However, several films have defied this trend, such as "El Badla" and "El Khetta El Aayma," both lasting an impressive 30 weeks in cinemas, which suggests a strong appeal and sustained audience interest.

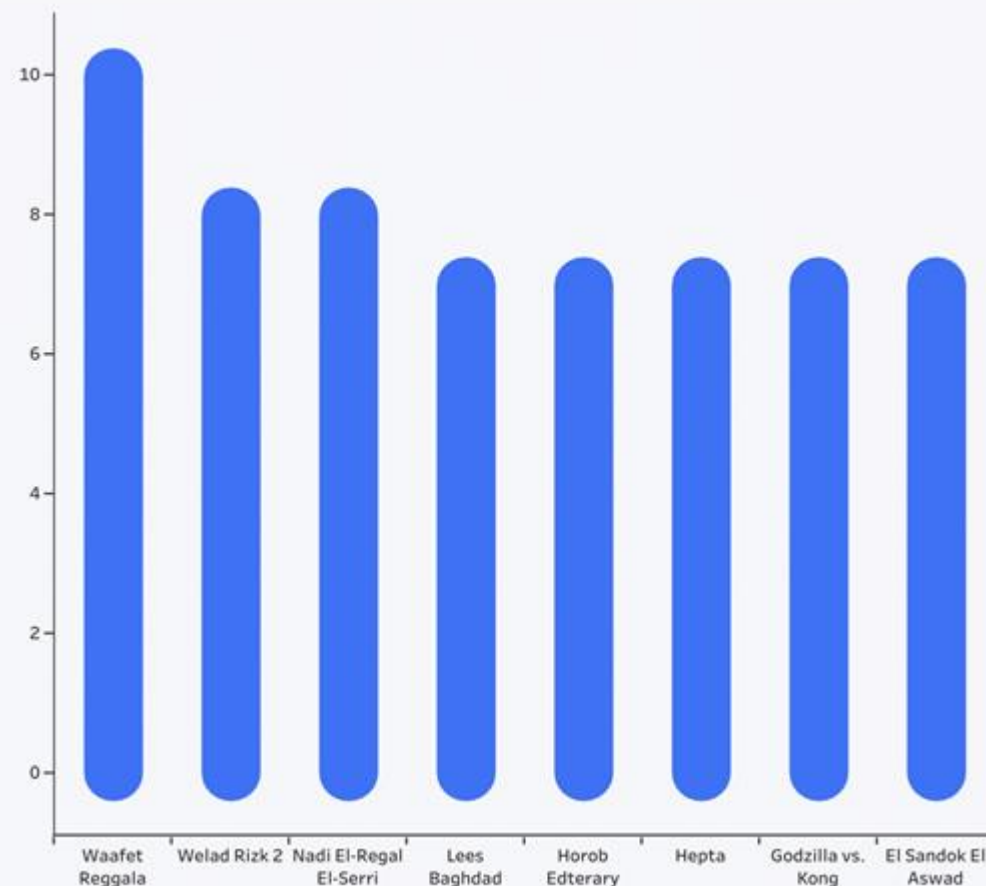
MOVIES STAYING IN THE THEATERS FOR THE HIGHEST NUMBER OF WEEKS



Success is not in reaching the top, it's in staying there

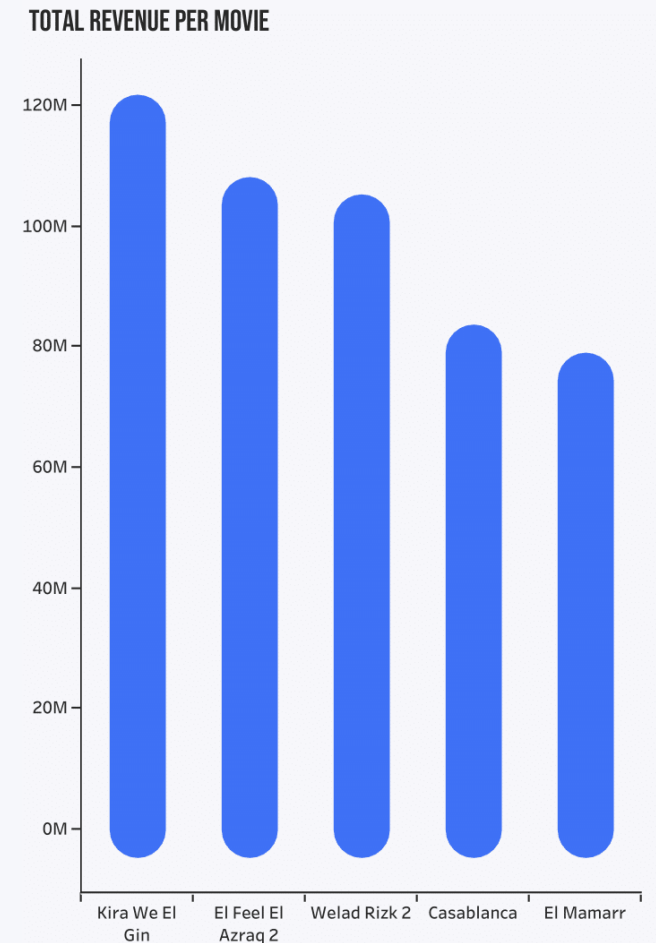
Additionally, in terms of consecutive weeks at the top of the box office, "Waafet Reggala" led the way with **10** weeks, followed closely by "Nadi El-Regal El-Serri" and "Welad Rizk 2: A'wdat Osoud Al-Ard," each holding the top spot for **8** weeks, indicating a consistent popularity for these films. Interestingly, international movies like "Godzilla vs. Kong" also managed to capture the audience's attention for **7** weeks, demonstrating the appeal of blockbuster franchises to the Egyptian audience.

MOVIES STAYING ON TOP OF BOX OFFICE FOR THE HIGHEST NUMBER OF CONSECUTIVE WEEKS



Top earning movies

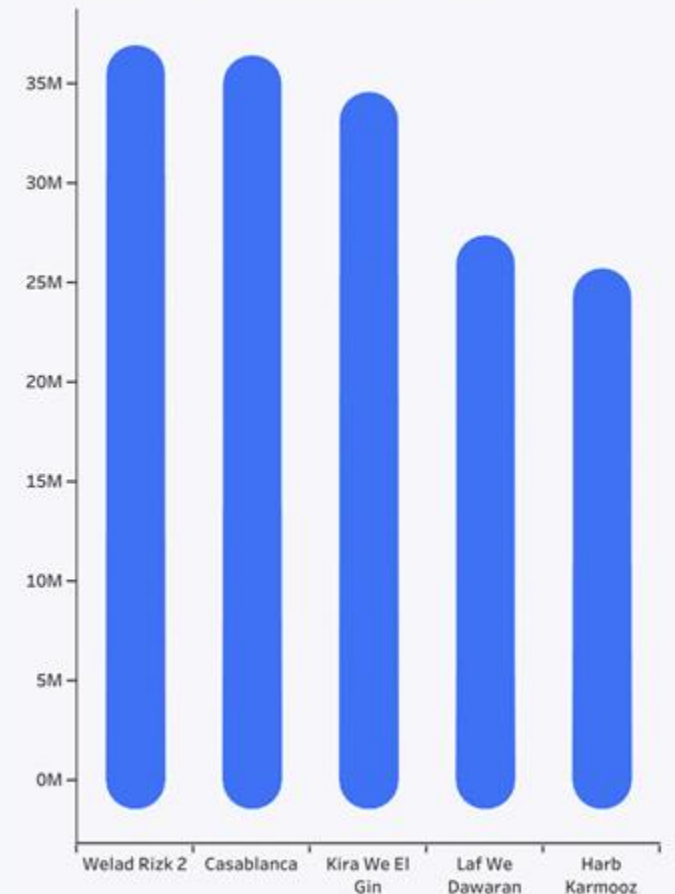
Looking at the all-time highest earners, "Kira We El Gin" stands out, accumulating a staggering **117.28** million pounds, indicating its long-lasting appeal and box office dominance. Followed closely by "El Feel El Azraq 2" and "Welad Rizk 2: A'wdat Osoud Al-Ard," with **103.63** million and **100.75** million pounds, respectively.



Top earning movies

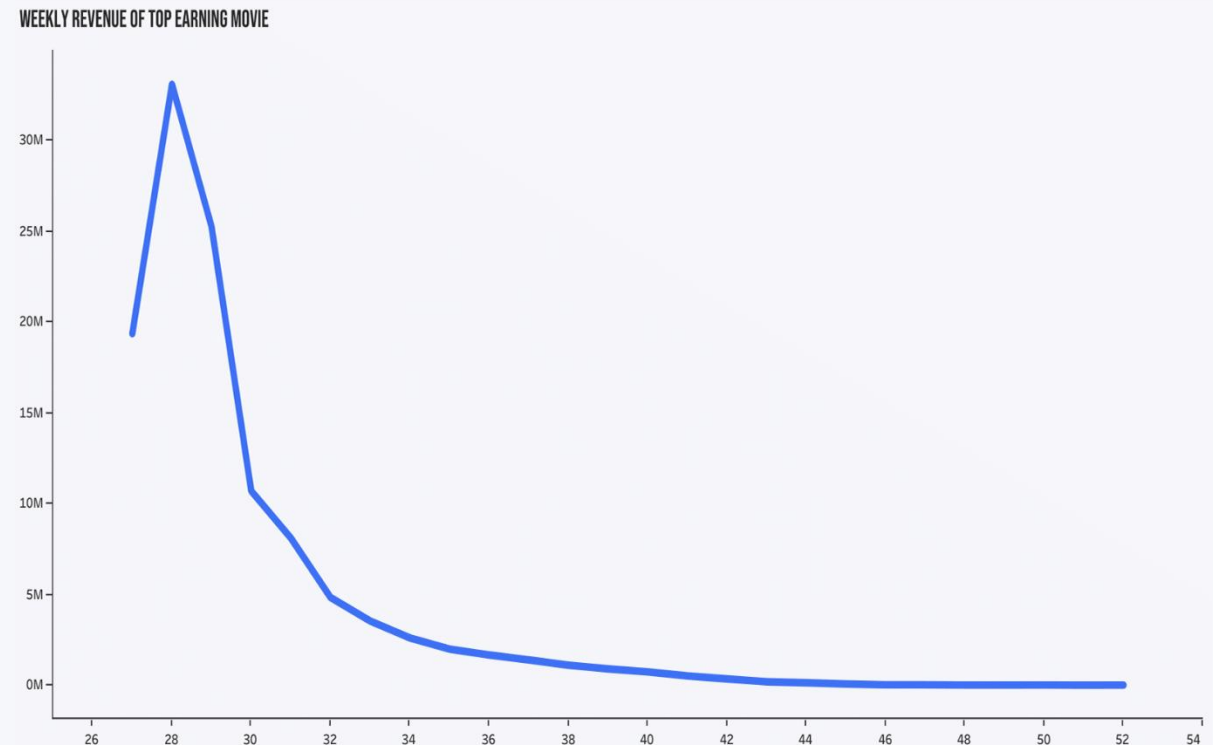
In terms of revenue per one week, "Welad Rizk 2: A'wdat Osoud Al-Ard" demonstrated strong financial performance, generating **35.48** million Egyptian pounds in week 33 of the year 2019. Movies like "Casablanca" and "Kira We El Gin" also came close to the top, with **34.97** million in week 24 of 2019 and **33.13** million in week 28 of 2022 respectively.

MOVIES WITH THE HIGHEST REVENUE PER ONE WEEK



Top earning movies

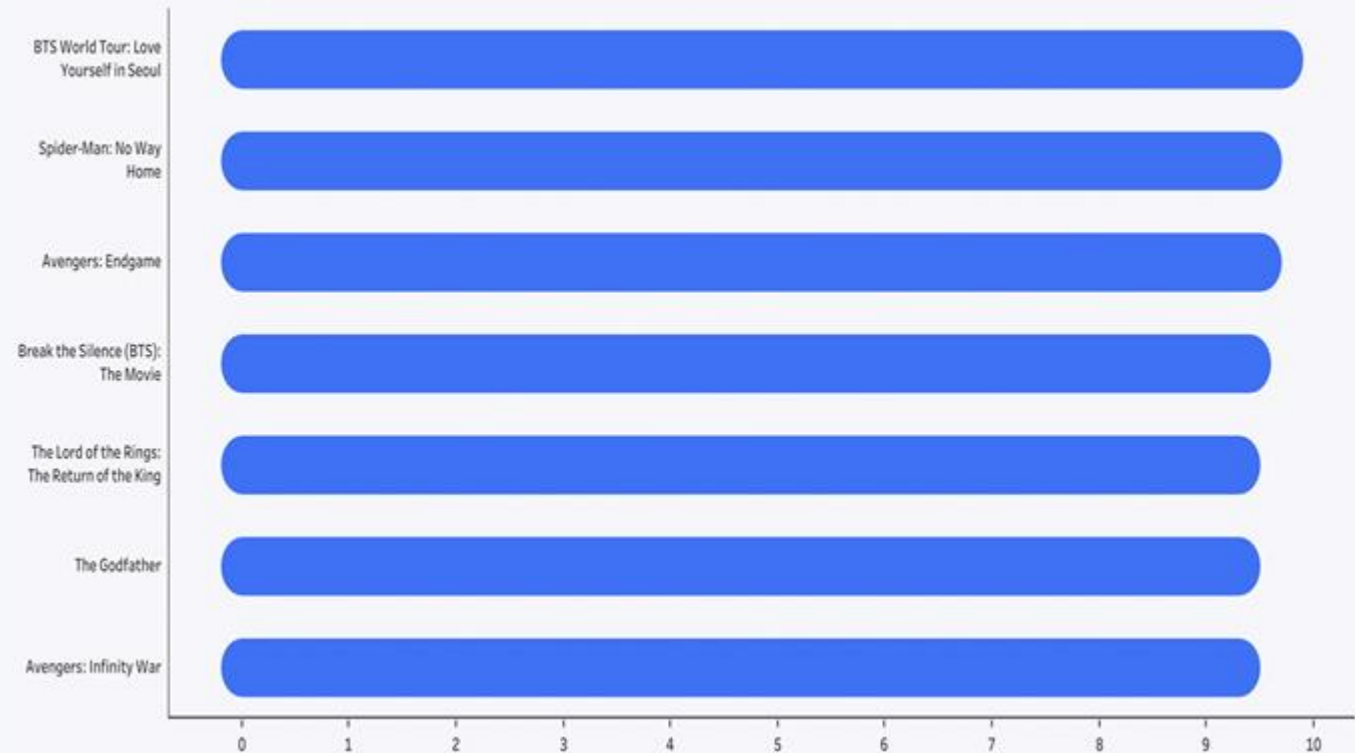
Notably, "Kira We El Gin," the top earning movie of all times, achieved remarkable success, with an initial peak in week 28 of 2022 at **33.13** million Egyptian pounds, showcasing its widespread popularity. But gradually declined thereafter, reflecting the typical trajectory of many blockbuster releases.



Audience rating

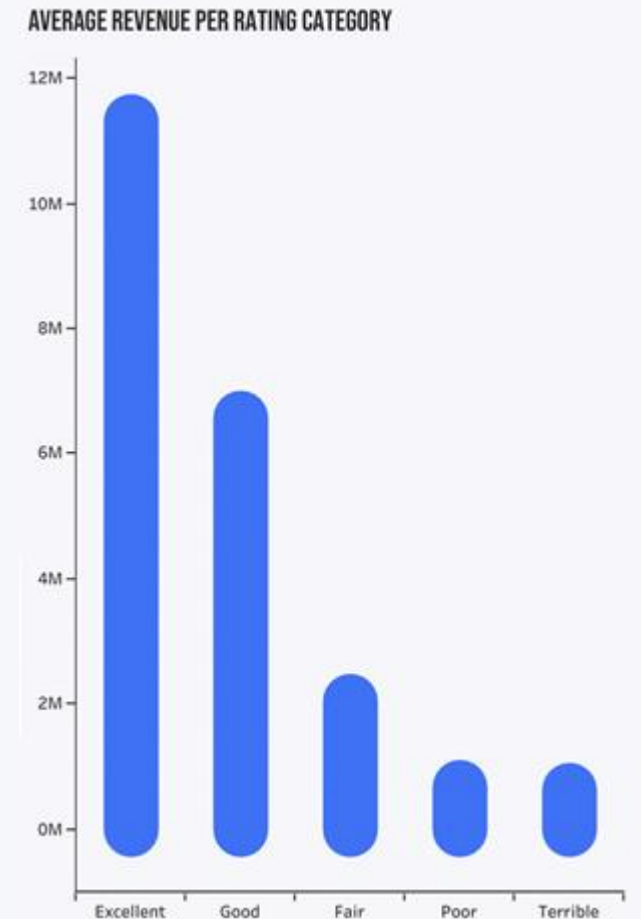
Movies like "BTS World Tour: Love Yourself in Seoul" was given a rate of **9.7** out of 10 by elcinema.com users. Additionally, blockbusters like "Avengers: Endgame" and "Spider-Man: No Way Home" were rated **9.5**, which demonstrates that high-quality productions and engaging storytelling significantly impact audience satisfaction, leading to exceptional ratings.

MOVIES WITH THE HIGHEST RATING



Audience rating

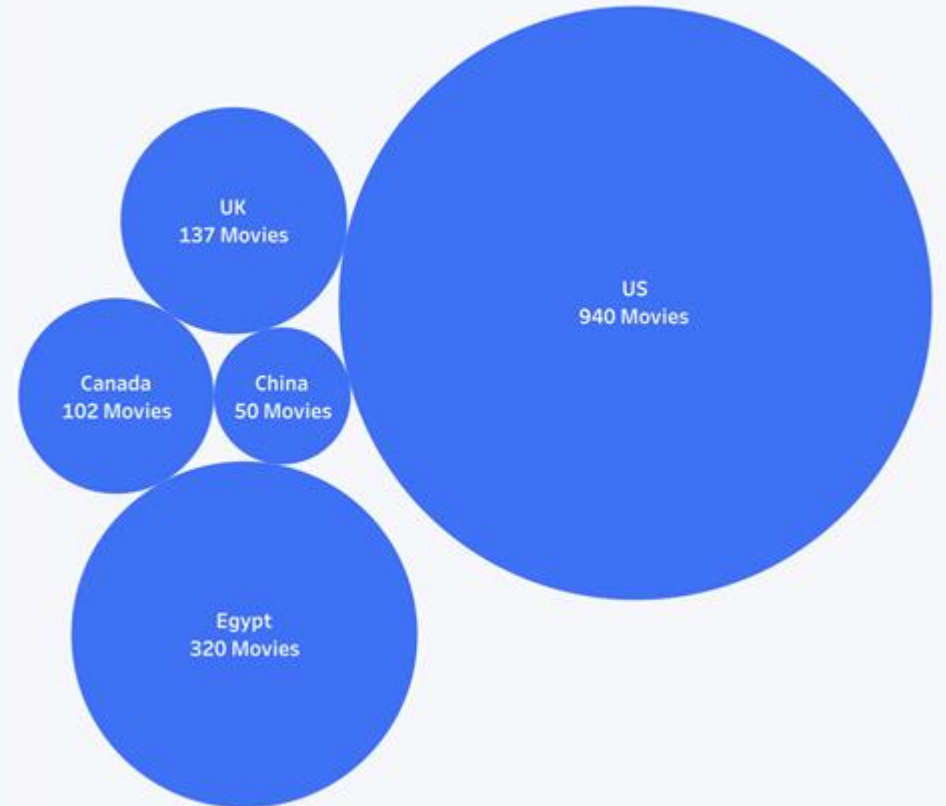
There is a clear correlation between movie ratings and revenue, with higher-rated films earning substantially more on average. Movies in the "Excellent" rating category with a rating greater than 9, generate significantly higher revenue, reaching **11.32** million Egyptian pounds, compared to films in lower rating categories. This correlation underscores the influence of audience perception and positive word-of-mouth in driving box office success.



Country of origin

The United States stands out as the leading producer with **940** movies, indicating the prolific nature of Hollywood's film industry. Egypt follows with **320** movies, showcasing a strong local film scene and a vibrant domestic production landscape.

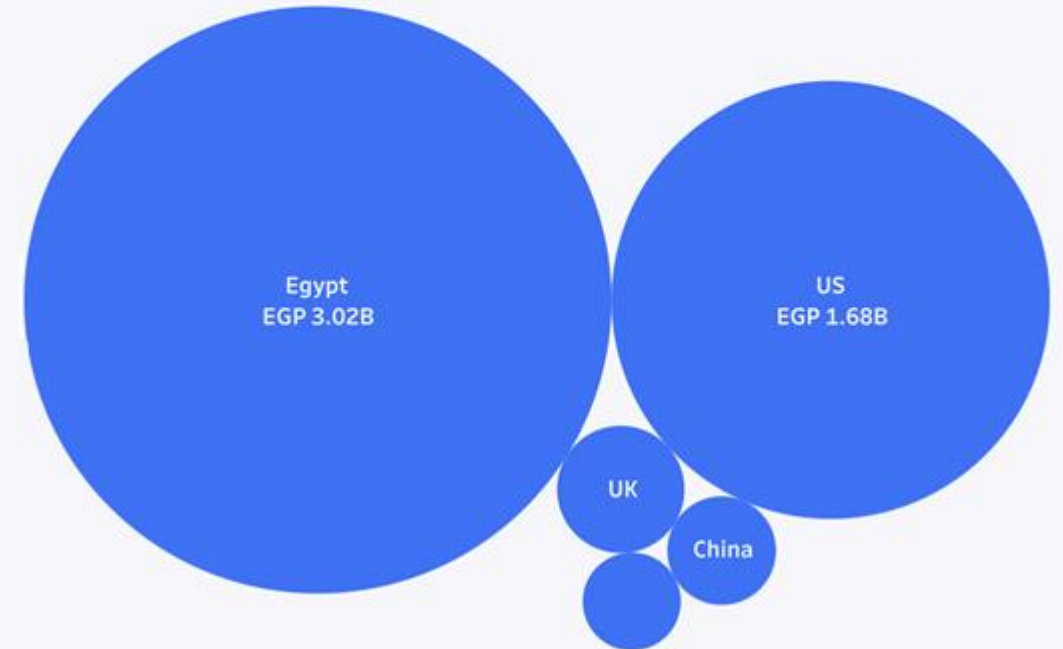
NUMBER OF MOVIES BY COUNTRY OF PRODUCTION



Country of origin

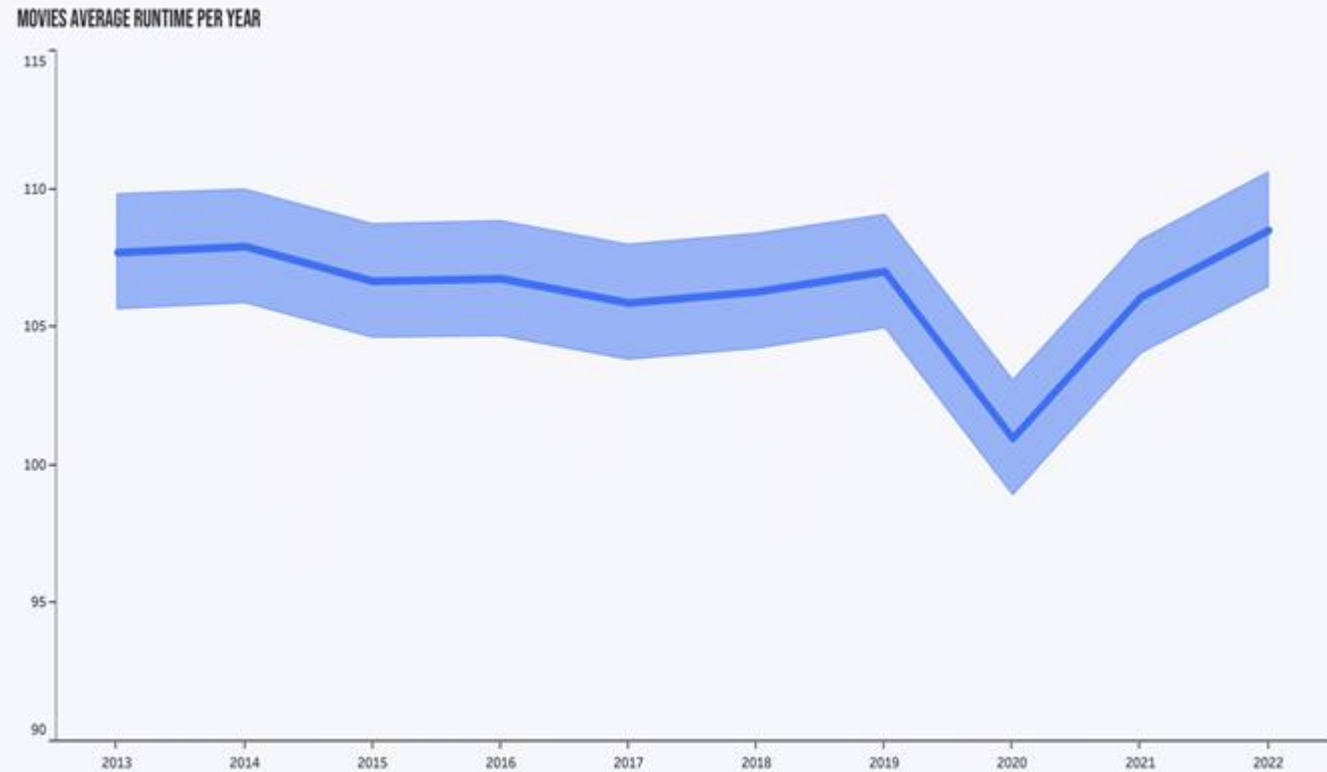
In terms of revenue, Egypt emerges as the top earner, generating a substantial 3.02 billion Egyptian pounds. This highlights the economic impact of the domestic film industry and the popularity of Egyptian movies among local audiences. The United States, despite producing a significantly larger number of movies, follows Egypt with a 1.68 billion pounds, underlining the global appeal of Hollywood productions in the Egyptian market.

MOVIES REVENUE BY COUNTRY OF PRODUCTION



Short or long

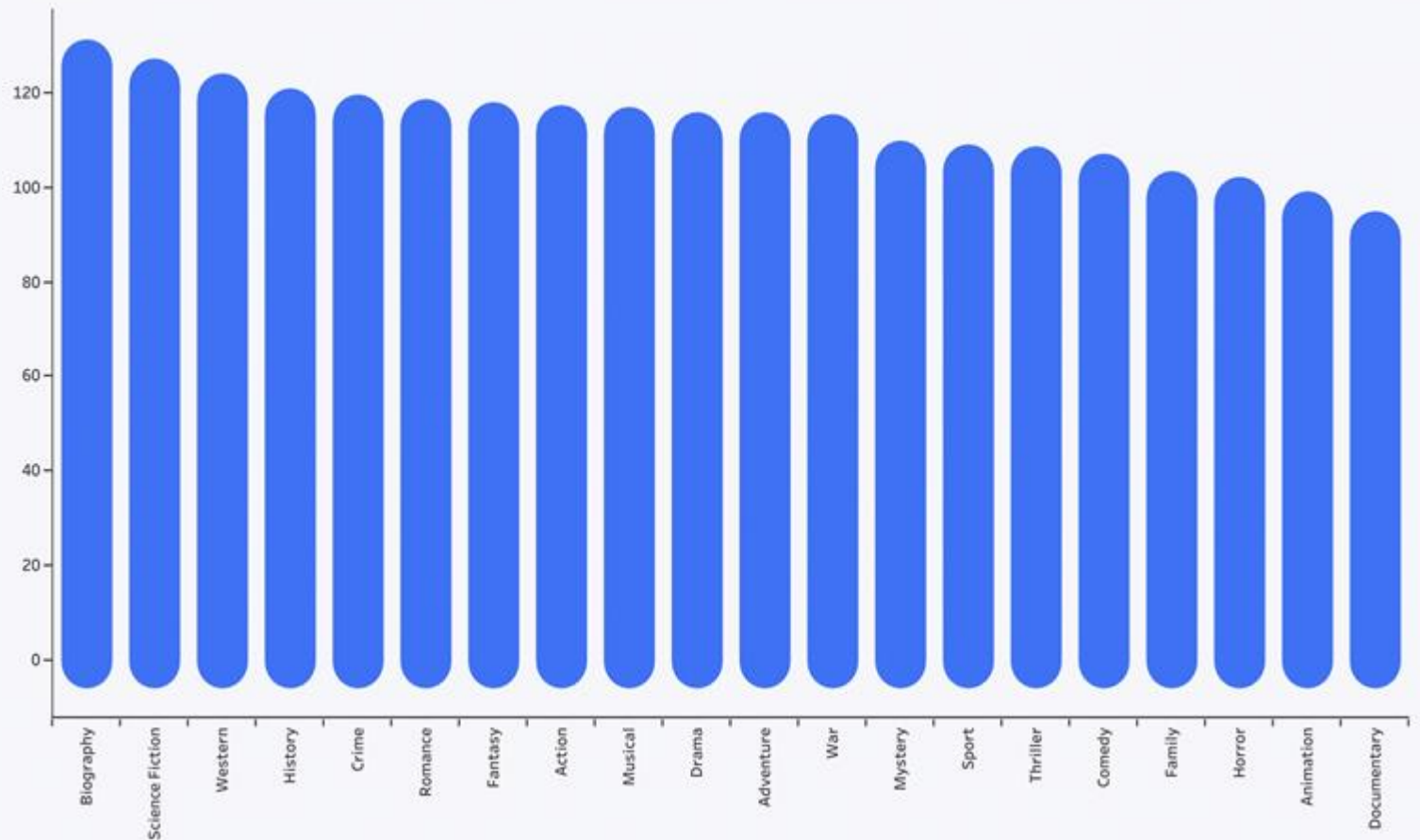
From 2013 to 2019, the average movie runtime remained relatively consistent, ranging from **105.88** to **107.92** minutes. However, there was a noticeable drop in 2020, with movies averaging **100.97** minutes, possibly influenced by the production restrictions due to Covid-19, as we can see how it bounced back to the regular range in 2021 and 2022.



Short or long

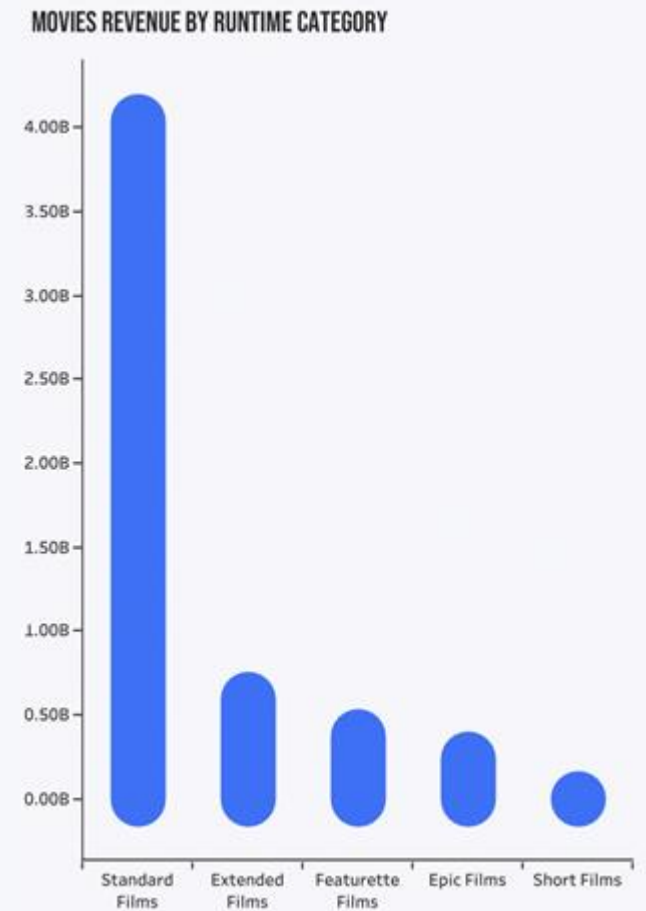
it is apparent that genres like Biography and Science Fiction tend to have longer average runtimes, exceeding 115 minutes, suggesting a focus on in-depth storytelling and character development. On the other hand, genres like Animation and Horror have shorter runtimes, averaging less than 100 minutes, reflecting a concise and fast-paced nature.

MOVIES AVERAGE RUNTIME BY GENRE



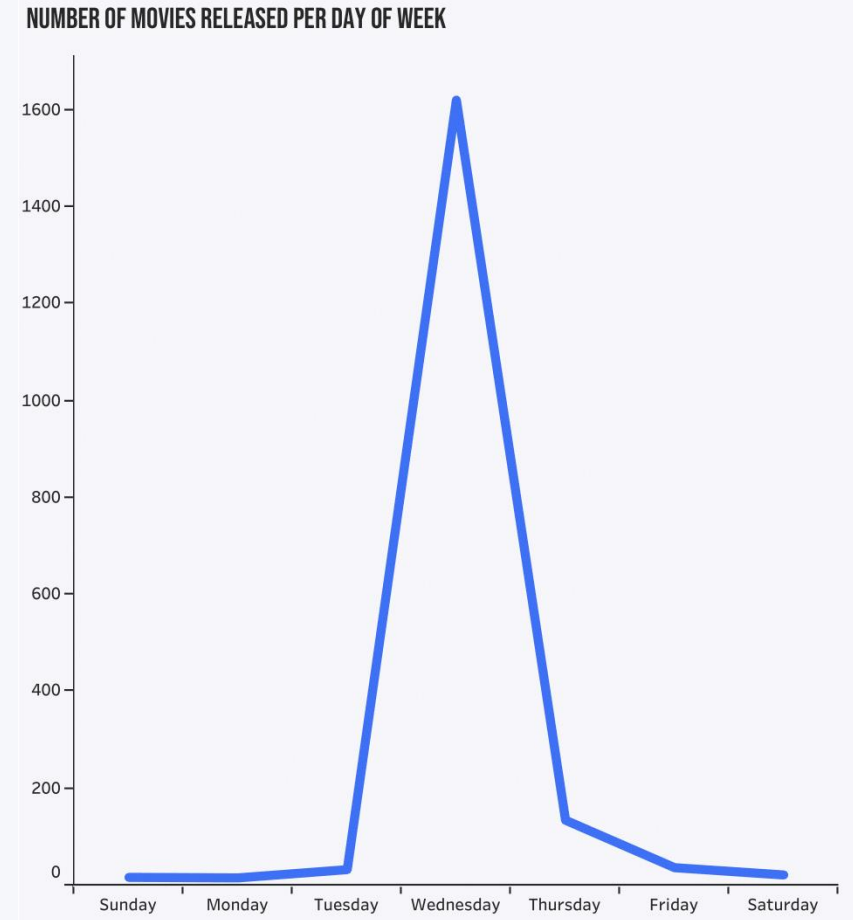
Short or long

Standard Films, with a runtime ranging from 90 to 135 minutes, generated the highest revenue at 4.04 billion pounds, which highlights how standard length movies tend to perform better financially.



Timing is the key

Wednesdays emerge as the preferred day for movie releases, which could be attributed to the anticipation for the upcoming weekend, allowing movies to gain momentum and capitalize on weekend crowds. As for the relatively lower number of weekend releases might possibly be due to the preference for family and social activities during the weekend.



Timing is the key

Coinciding with the beginning of the new year, **January** sees the highest number of Egyptian movie releases, with notable peak in **April** due to Eid El Fitr season. Conversely, **October** stands out for foreign movies, potentially targeting the Halloween season and international school breaks.

NUMBER OF EGYPTIAN MOVIES RELEASED PER MONTH



NUMBER OF NON-EGYPTIAN MOVIES RELEASED PER MONTH



Timing is the key

June and **July** stand out as the most profitable months, indicating that movies released during the Egyptian holiday season, particularly Eid El Fitr and Eid El Adha, tend to perform exceptionally well. **January** also proves to be lucrative, indicating a strong start to the year, possibly driven by New Year celebrations.

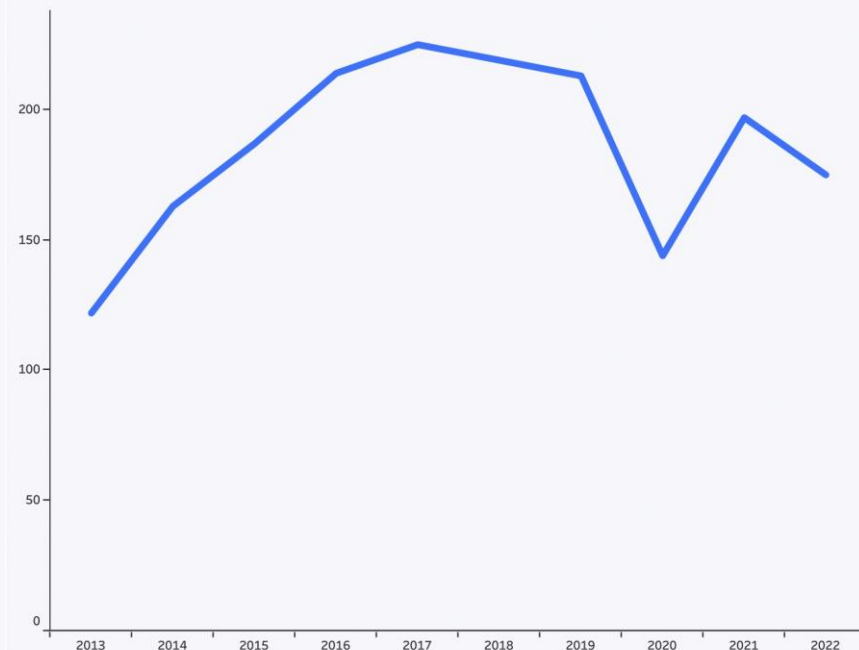
MOVIES REVENUE BY RELEASE MONTH



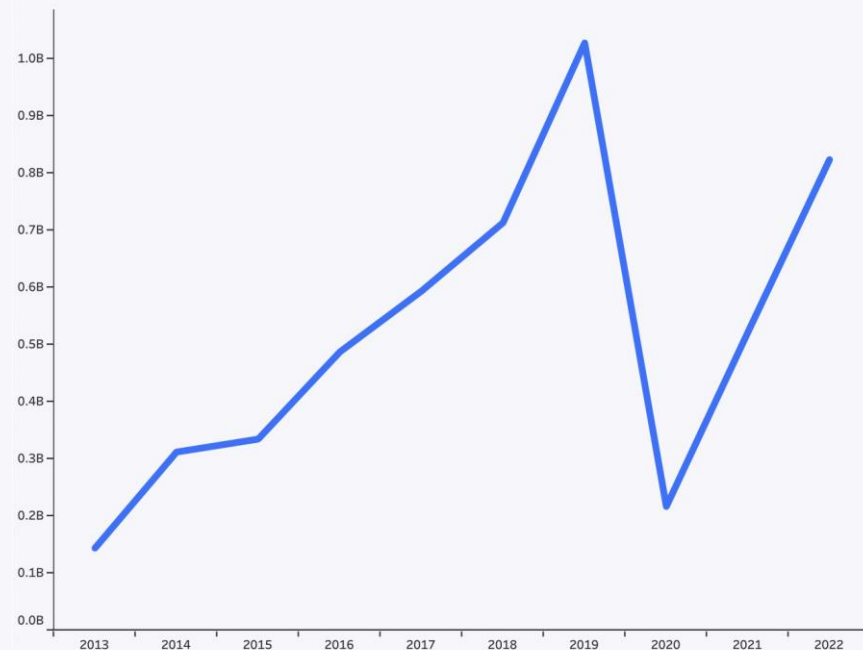
Timing is the key

There was a gradual increase in the number of movies released annually, indicating a growing film industry. Correspondingly, revenues show a similar upward trend towards the peak year of **2019**, until the significant drop in 2020 due to the COVID-19 pandemic. However, the industry seems to be bouncing back right after 2020.

NUMBER OF MOVIES RELEASED PER YEAR



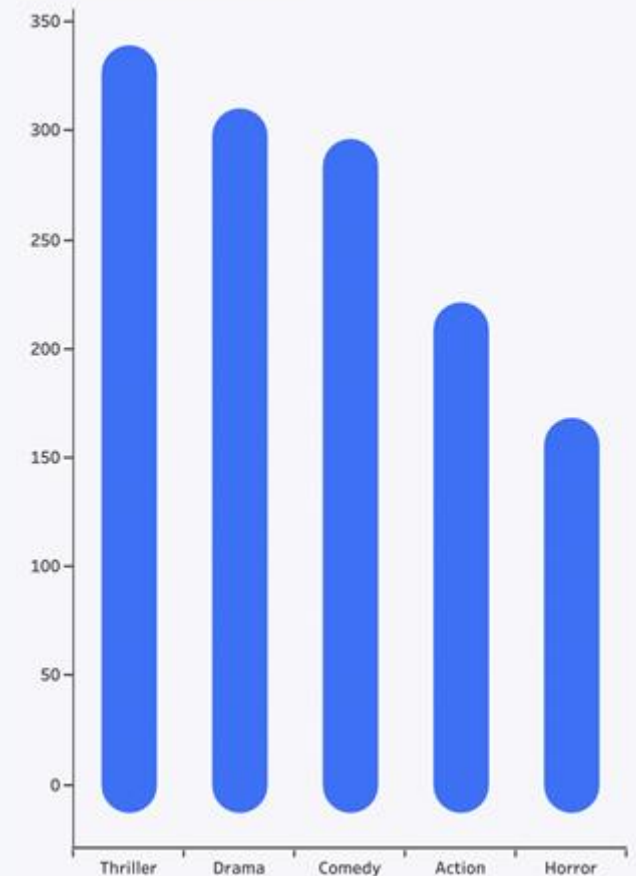
MOVIE REVENUE BY RELEASE YEAR



Popular genres

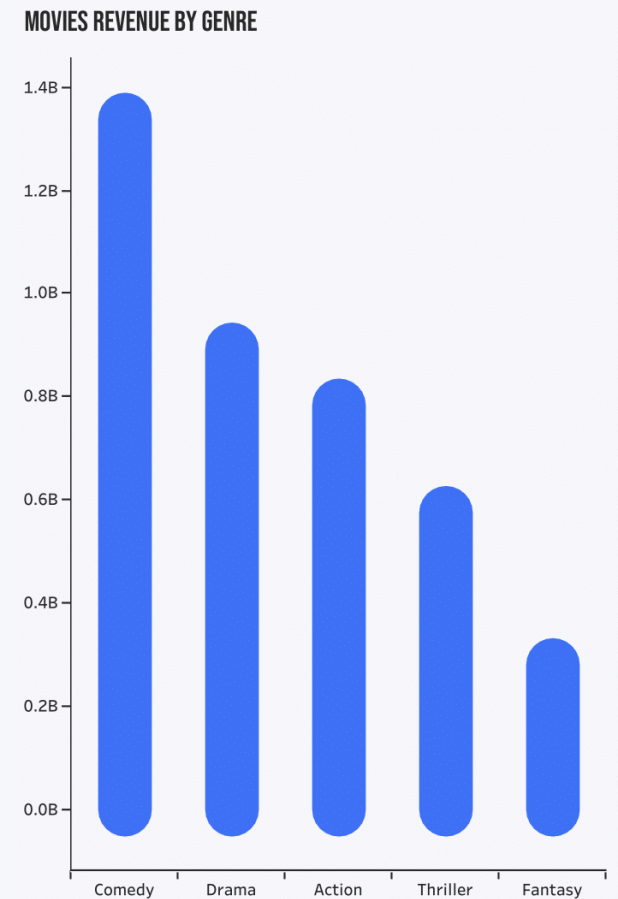
Thriller movies lead the pack in terms of the number of releases, suggesting a consistent demand for suspenseful and engaging narratives among viewers. **Drama** and **Comedy** closely follow, reflecting the enduring popularity of these genres among the Egyptian audience, known for their relatable storytelling and emotional depth.

NUMBER OF MOVIES PER GENRE



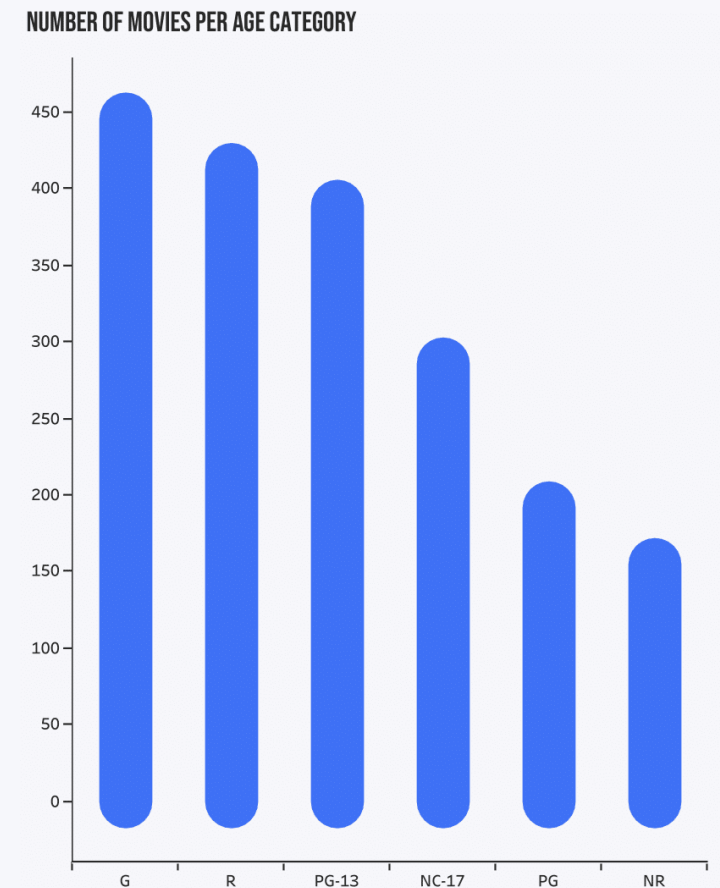
Popular genres

Comedy emerges as the top-earning genre, emphasizing the importance of humor and lighthearted entertainment in attracting the Egyptian audiences. **Drama** and **Action** movies, too, contribute significantly to overall revenue, indicating their strong commercial appeal and audience engagement.



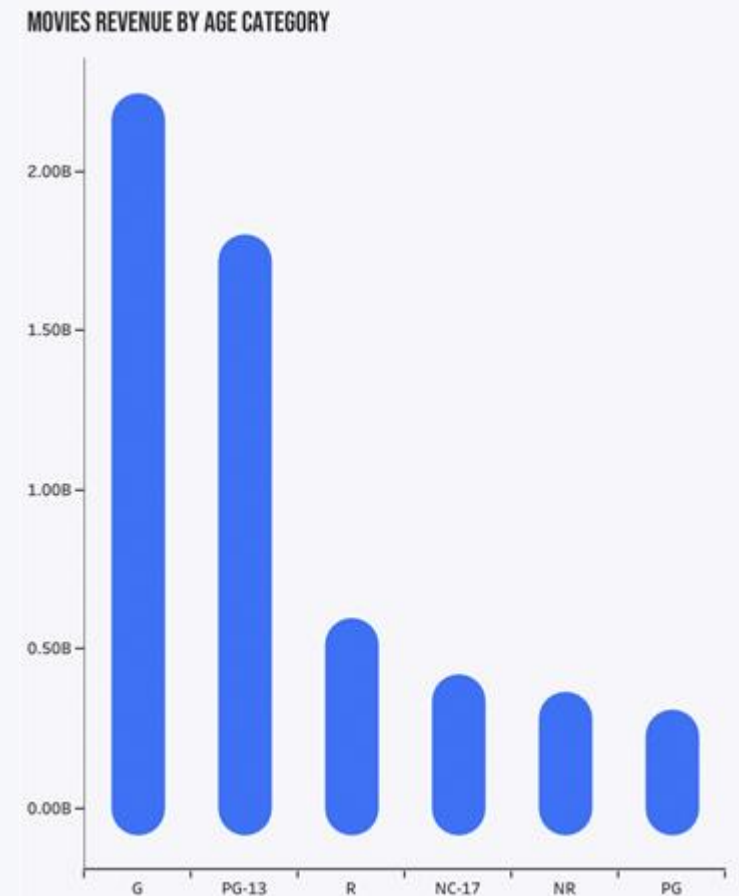
Age restrictions

Movies rated **G** (General Audience) are the most common, indicating a significant focus on family-friendly content suitable for viewers of all ages. **R**-rated movies, denoting content restricted to viewers over 18 unless accompanied by an adult, are also prevalent, suggesting a healthy market for mature and more intense narratives. **PG-13**-rated movies, targeting viewers above 13, strike a balance between accessibility and content complexity, catering to both younger and older audiences.



Age restrictions

G-rated movies dominate, generating the highest earnings. This underscores the commercial success of family-friendly content, appealing to a wide demographic and often resulting in repeat viewings from families and children. PG-13-rated movies, while having fewer releases than G-rated films, still generate significant revenue, showcasing the financial viability of content tailored for teenagers and young adults. The lower revenue figures for R-rated movies suggest that while they may have a considerable number of releases, their content may have limited commercial potential in the Egyptian market due to age restrictions and potentially narrower audience appeal.



The masterminds

Among the directors with the highest number of movies, **Peter Mimi** stands out with an impressive 10 films to his name, followed by several Egyptian directors like **Sameh Abdel Aziz** with 8 movies. The presence of international directors like **Steven C. Miller** and the legendary **Steven Spielberg** in this list demonstrates the global nature of the Egyptian film market.

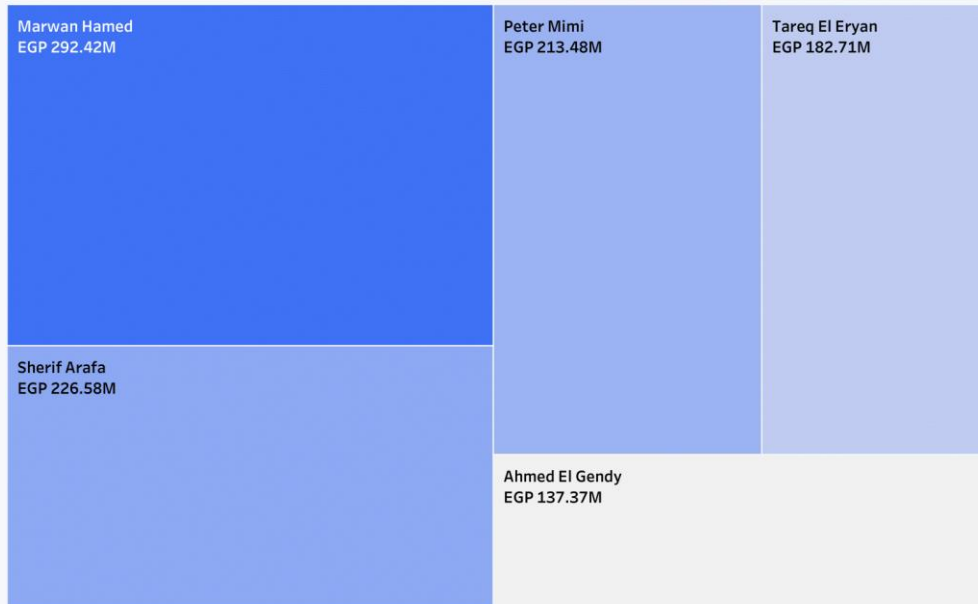
NUMBER OF MOVIES PER DIRECTOR



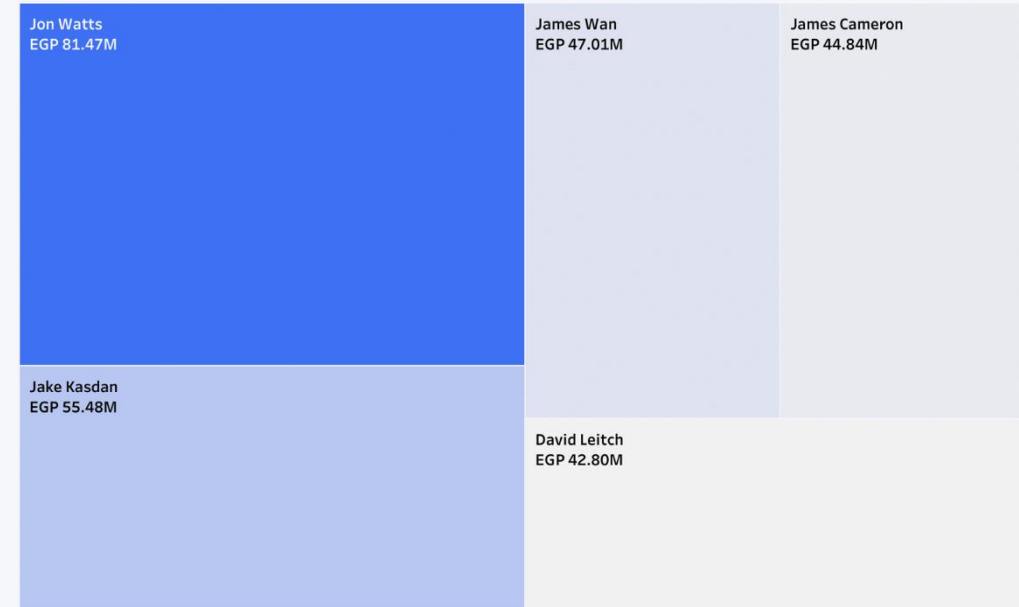
The masterminds

[Marwan Hamed](#) and [Sherif Arafa](#) lead the most successful Egyptian directors, whose films have generated substantial earnings. Among non-Egyptian directors, [Jon Watts](#) leads the way with 81.47 millions, followed by [Jake Kasdan](#), showcasing the influence of international directors on the Egyptian film market.

MOST SUCCESSFUL EGYPTIAN DIRECTORS



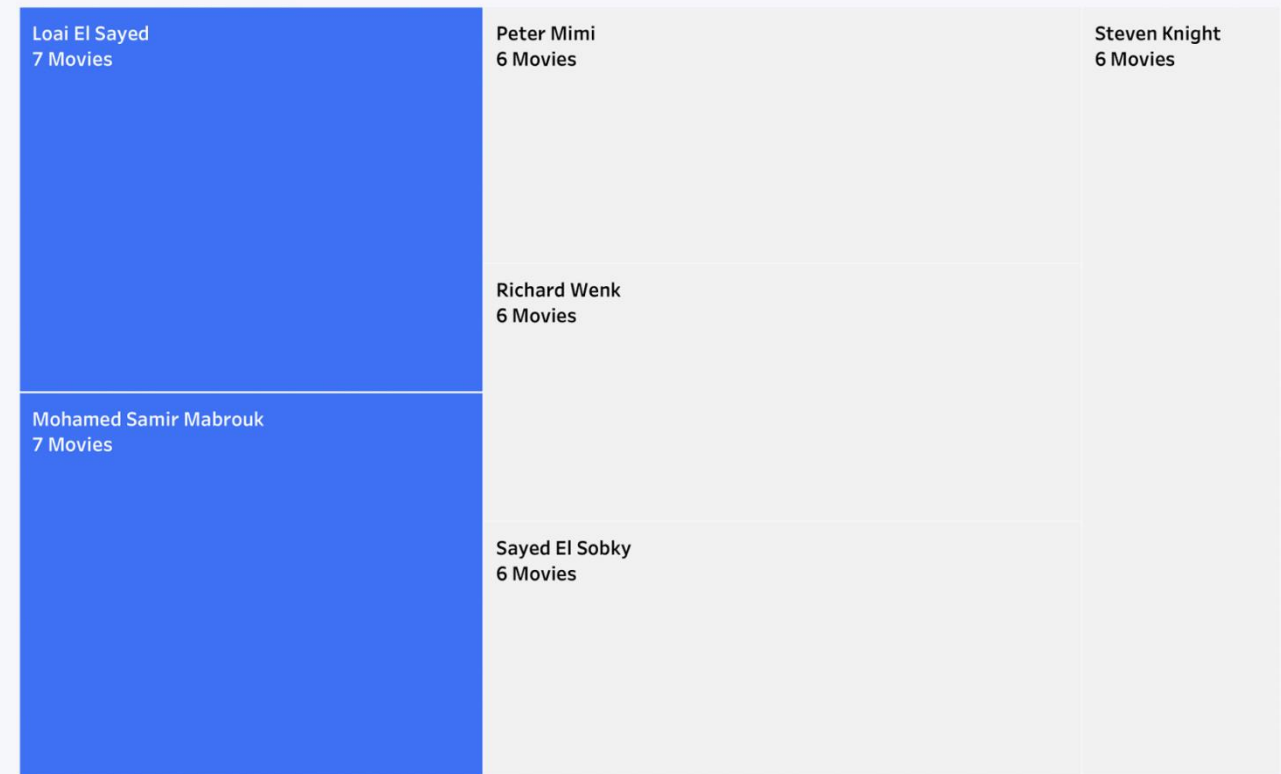
MOST SUCCESSFUL NON-EGYPTIAN DIRECTORS



The literary geniuses

Loai El Sayed and Mohamed Samir Mabrouk have each penned 7 films, indicating their prolificacy and involvement in a variety of film projects. International writers such as Richard Wenk and Steven Knight also feature prominently, underlining the diversity in the Egyptian box office.

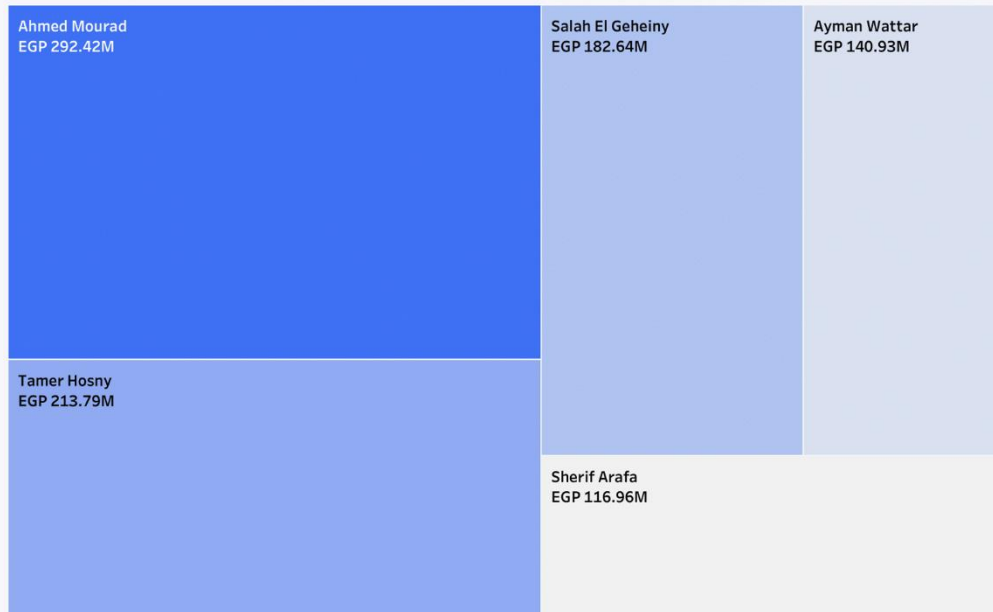
NUMBER OF MOVIES PER WRITER



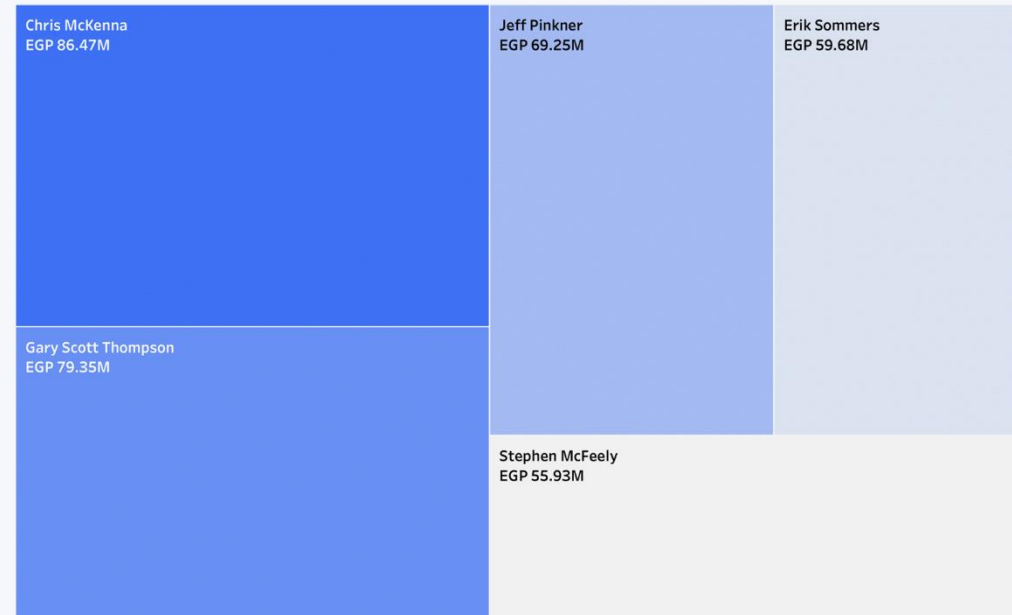
The literary geniuses

Ahmed Mourad emerges as the most successful Egyptian writer, with his work generating substantial earnings of 292.42 million pounds. **Tamer Hosny** and **Salah El Geheiny** also demonstrate their impact on the industry. Among non-Egyptian writers, **Chris McKenna** leads in revenue, followed by **Gary Scott Thompson** and **Jeff Pinkner**.

MOST SUCCESSFUL EGYPTIAN WRITERS



MOST SUCCESSFUL NON-EGYPTIAN WRITERS



The stars

Bruce Willis and Nicolas Cage, both well-known international actors, have each appeared in an impressive 10 movies, suggesting their popularity and the appeal of their work to Egyptian audiences. Moreover, the presence of renowned Egyptian actors like Ahmed Fathy and Bayoumi Fouad, each with 9 movies, underscores their consistent involvement in the local film scene.

NUMBER OF MOVIES PER ACTOR

Bruce Willis 10 Movies	Bayoumi Fouad 9 Movies	Dwayne Johnson 9 Movies	Gerard Butler 9 Movies
	Chris Pratt 9 Movies		
Nicolas Cage 10 Movies	Colin Farrell 9 Movies	Idris Elba 9 Movies	Samuel L. Jackson 9 Movies
Ahmed Fathy 9 Movies	Colin Firth 9 Movies	Morgan Freeman 9 Movies	

The stars

In terms of revenue, [Ahmad Ezz](#) leads the list among Egyptian actors, with his work contributing to a substantial 363.49 million Egyptian pounds, followed by [Karim Abdel Aziz](#) and [Hend Sabry](#). Among non-Egyptian actors, [Dwayne Johnson](#) is the top earner, reflecting his global box office appeal. [Tom Holland](#) and [Jason Statham](#) also have substantial earnings.

MOST SUCCESSFUL EGYPTIAN ACTORS



MOST SUCCESSFUL NON-EGYPTIAN ACTORS

