

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Reel Talk

20 Trends Exploring the Resurgence & Heightened Value of Cinema





Quality content, elevated experiences and desirable audiences are key to cinema's resurgence and heightened value to brands

With the pandemic and the 'double' Hollywood strikes of both writers and screen actors firmly in the past, cinema is once again **charting a path for growth** led by a consistent slate of upcoming films and a strong value proposition for advertisers.

Cinema endures as the **most popular form of 'away from the home' entertainment**, providing scale and engagement in a brand-safe environment for advertisers.

Theaters also **continue to elevate the cinematic experience** for audiences through upgraded screens, technologies and services to further increase engagement among moviegoers that are highly-valued by marketers.

Keep reading as we **explore 20 trends** that are key to cinema's resurgence and its heightened value to brands...

Several recent theatrical releases have achieved box office records, with notable successes among family-friendly and specialty films

 **CNN BUSINESS.**

4/7/25

'A Minecraft Movie' smashes box office expectations with nearly \$163 million opening weekend

 **COLLIDER**

3/30/25

'The Chosen' Pulls Off Major Surprise in Debut Box Office Weekend, Pushing Franchise Toward \$100 Million

 **VARIETY**

2/16/25

Box Office: 'Captain America: Brave New World' Flies to Heroic \$100 Million Over Presidents Day Holiday Weekend

 **SCREEN RANT**

1/12/25

'A Complete Unknown' Box Office Passes Major Milestone, Breaking Record For Star Timothée Chalamet

 **THE HOLLYWOOD REPORTER**

12/2/25

Box Office: 'Moana 2' Tops Best Thanksgiving Ever, Opens to Record \$225M in U.S. and \$389M Globally

 **VARIETY**

12/1/24

Box Office: How 'Moana 2,' 'Wicked' and 'Gladiator II' Fueled Biggest Thanksgiving on Record

 **INDEPENDENT**

11/17/24

Gladiator 2 smashes box office record for Ridley Scott as critics label it 'thrilling'

 **SCREEN RANT**

11/2/24

Terrifier 3 Box Office Hits Massive Domestic Milestone After Unrated Horror Movie Breaks All-Time Record

 **THE WALL STREET JOURNAL.**

10/24/24

'Wicked' Flies High on Big Screen, With \$114 Million Opening Weekend

In this trends report, we will focus on three distinct sectors within cinema – the content, the experience and the consumer



20 Trends in Cinema



Highlights from the Movie Theater →

Elevating the Cinematic Experience →

The Increasing Value of Moviegoers

1

Movies continue to be the most popular 'away from home' entertainment activity

2

The number of films with big box office opening weekends are increasing

3

Family-friendly movies now account for over one-third of the box office

4

Theatrical releases continue to generate more buzz than Netflix movies

5

'Wide' theatrical releases will average more than two per week in 2025

6

Box office revenues are projected to rise steadily over the next few years

7

People are increasingly going to the movies for escapism and relaxation

8

'Going to the movies' continues to be the most affordable entertainment

9

There are now almost 120 million theater loyalty program members

10

Over half of all moviegoers buy their tickets online in advance of showtime

11

Immersive, large-format screens are increasing by double-digits

12

Over three-quarters have watched a movie in a 'premium format'

13

Recall and engagement with cinema ads are exceeding pre-pandemic levels

14

Theaters are investing massive capital to elevate the cinematic experience

15

Cinema delivers much sought-after but elusive younger age groups

16

Median household income is much higher among moviegoers

17

Hispanic audiences are much more likely to be habitual moviegoers

18

People in highly populated areas are more likely to be frequent moviegoers

19

Moviegoers are the clear drivers of the 'going out' economy

20

The overall spending gap between moviegoers and non-moviegoers is widening

1

Highlights From the Movie Theater



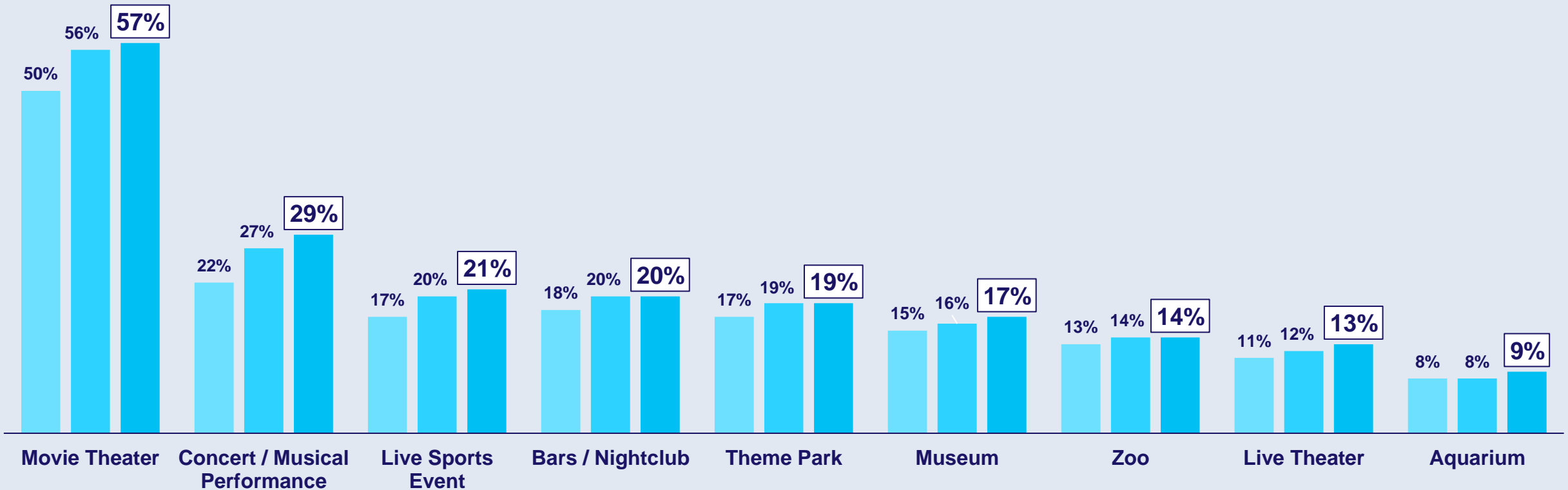
1

Movies are the most popular 'away from home' entertainment activity, drawing larger audiences than concerts, live sports and theme parks

Entertainment/Leisure Activities Participated In The Last 12 Months

% of A18+

■ 2023 ■ 2024 ■ 2025

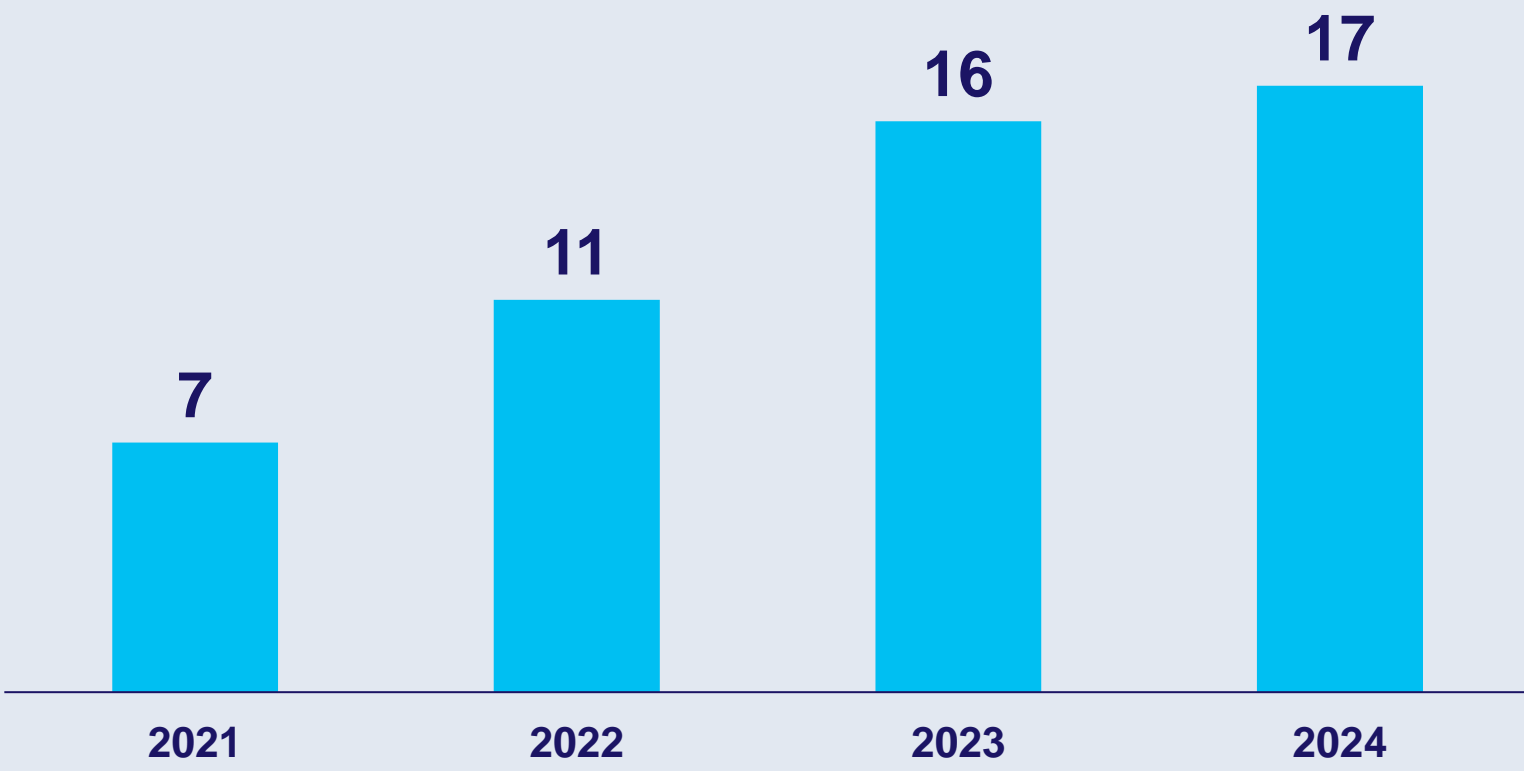


Source: VAB analysis of MRI-Simmons Winter Study, 2023-2025. Base: A18+

2

The number of films with big box office opening weekends have been steadily increasing since the pandemic

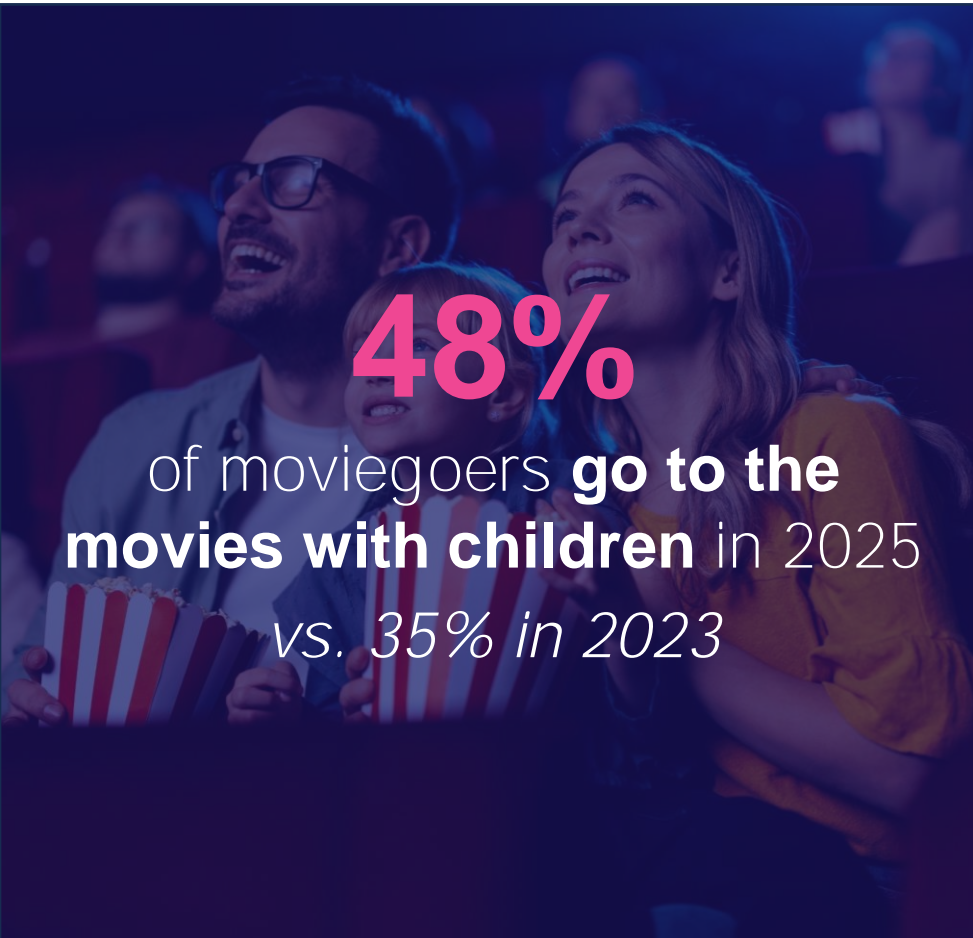
of Films With \$50M+ Domestic Box Office Opening Weekend



Source: VAB analysis of S&P Global Market Intelligence, 'Box Office Averages, 2021-2024', February 2025

3

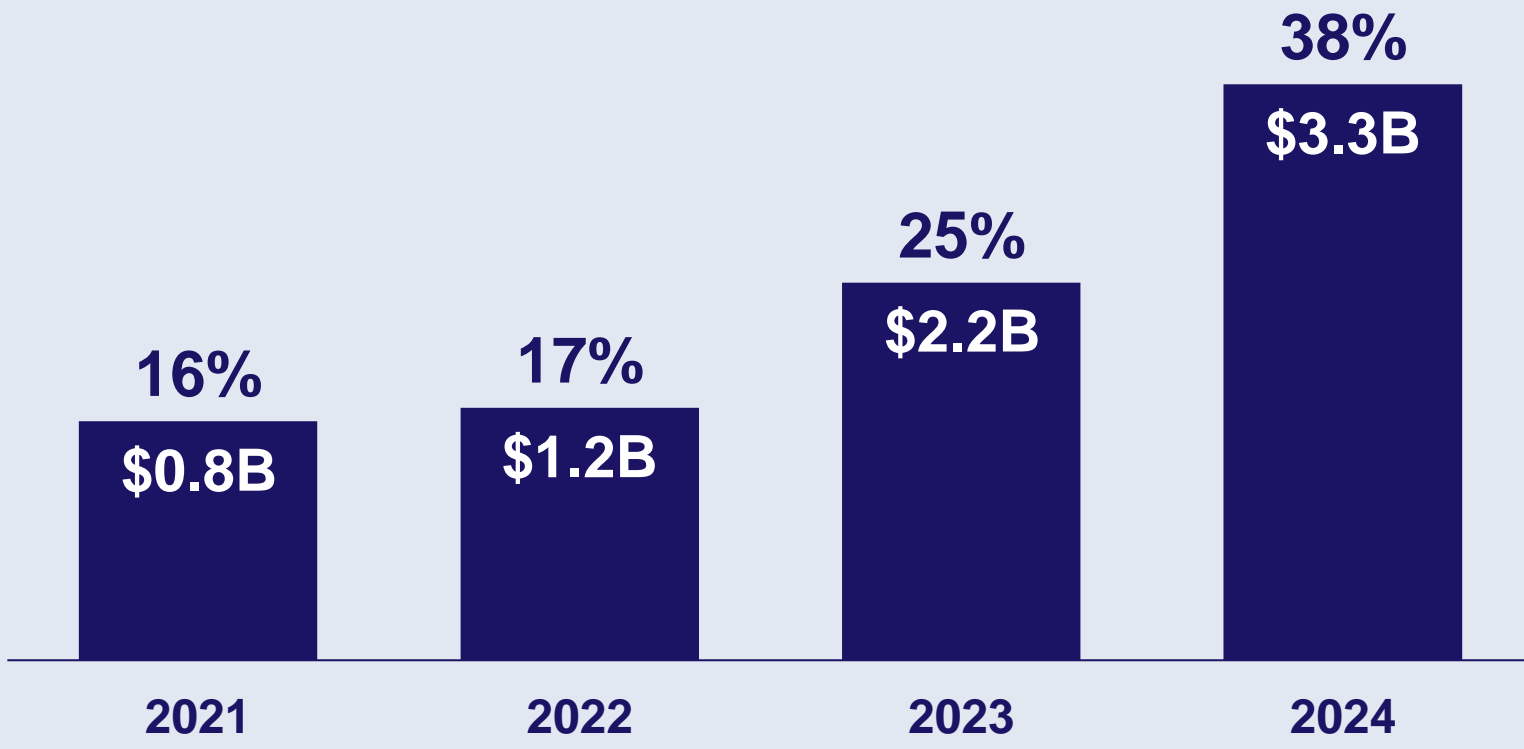
Family-friendly movies now make up over one-third of the box office, which creates more opportunities for brands looking to reach all ages



48%

of moviegoers go to the movies with children in 2025 vs. 35% in 2023

PG/G Movies Share of Total Annual Box Office Trend*
PG/G Box Office Revenue



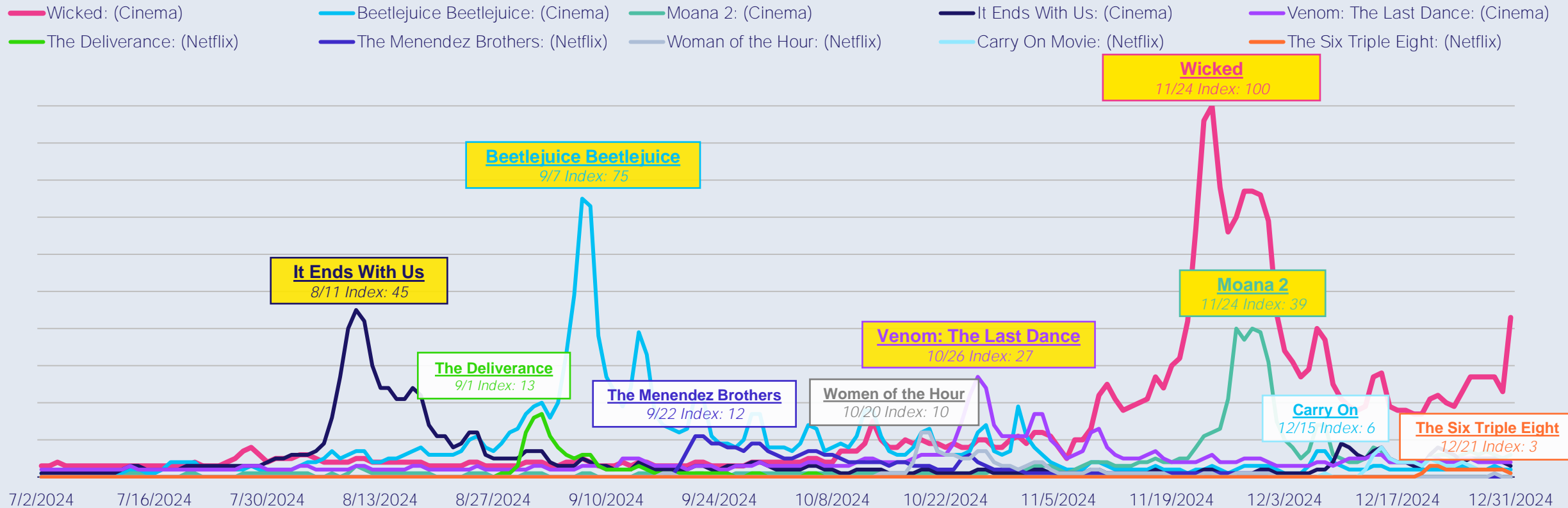
Source: Fandango, 'Theater Bound Media Trends & Insights Study', Spring 2025; *VAB analysis of S&P Global Market Intelligence, 'Box Office Averages, 2021-2024', February 2025

4

Theatrical releases continue to drive significantly more buzz and online interest than the top movies on the largest streaming platform, Netflix

Theatrical Releases (Cinema) vs. Netflix Movies: Google Trends Index*

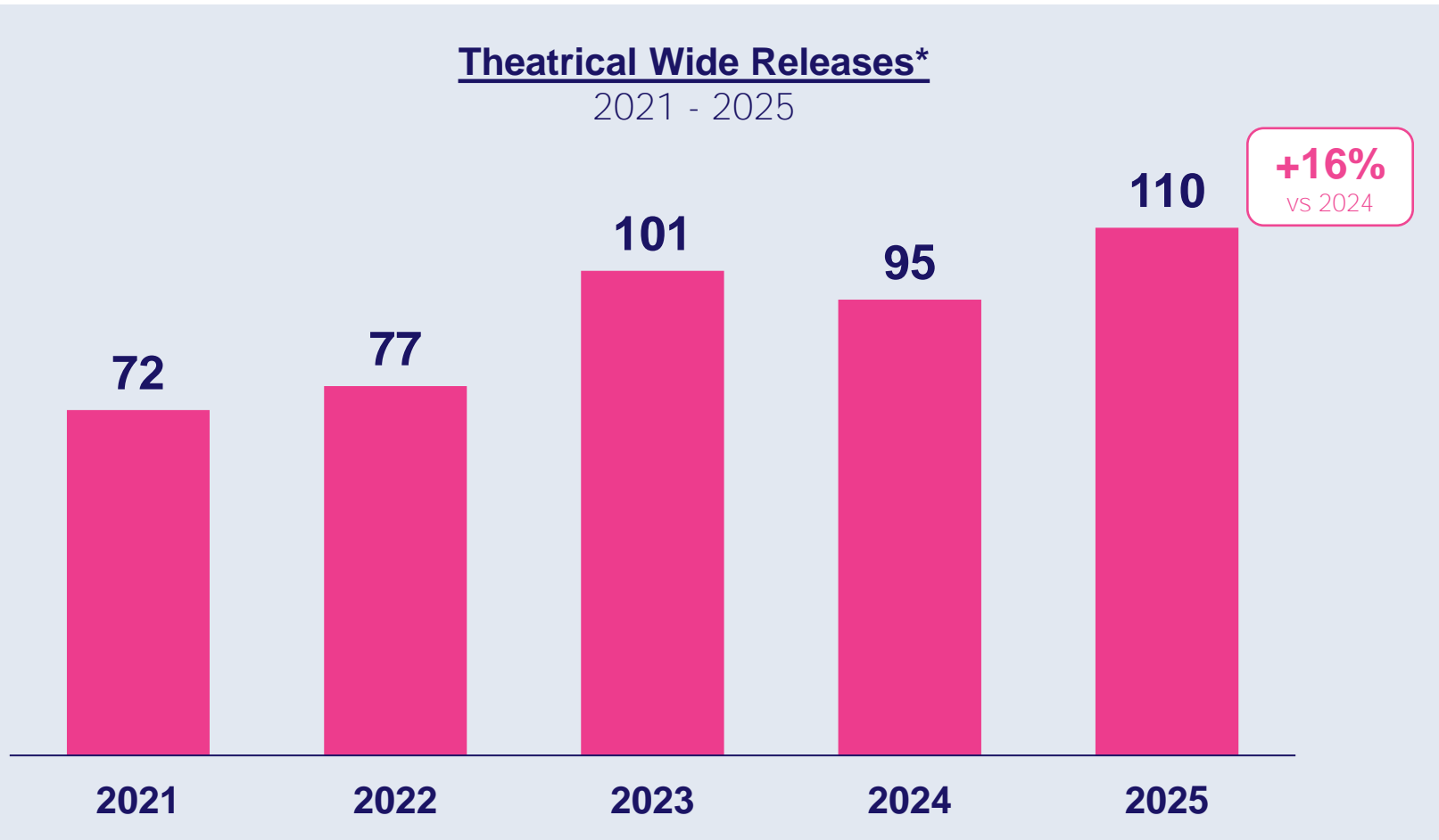
reflects a selection of three top theatrical releases vs. five top Netflix movies in 2nd Half 2024



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, 7/1/24-12/31/24. *Google Trends Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. The date for each content represents the highest relative trend index achieved during the measurement period.

5

110 films are planned to be released across more than 2,000 theaters in 2025, providing the marketplace with a steady pipeline of new content

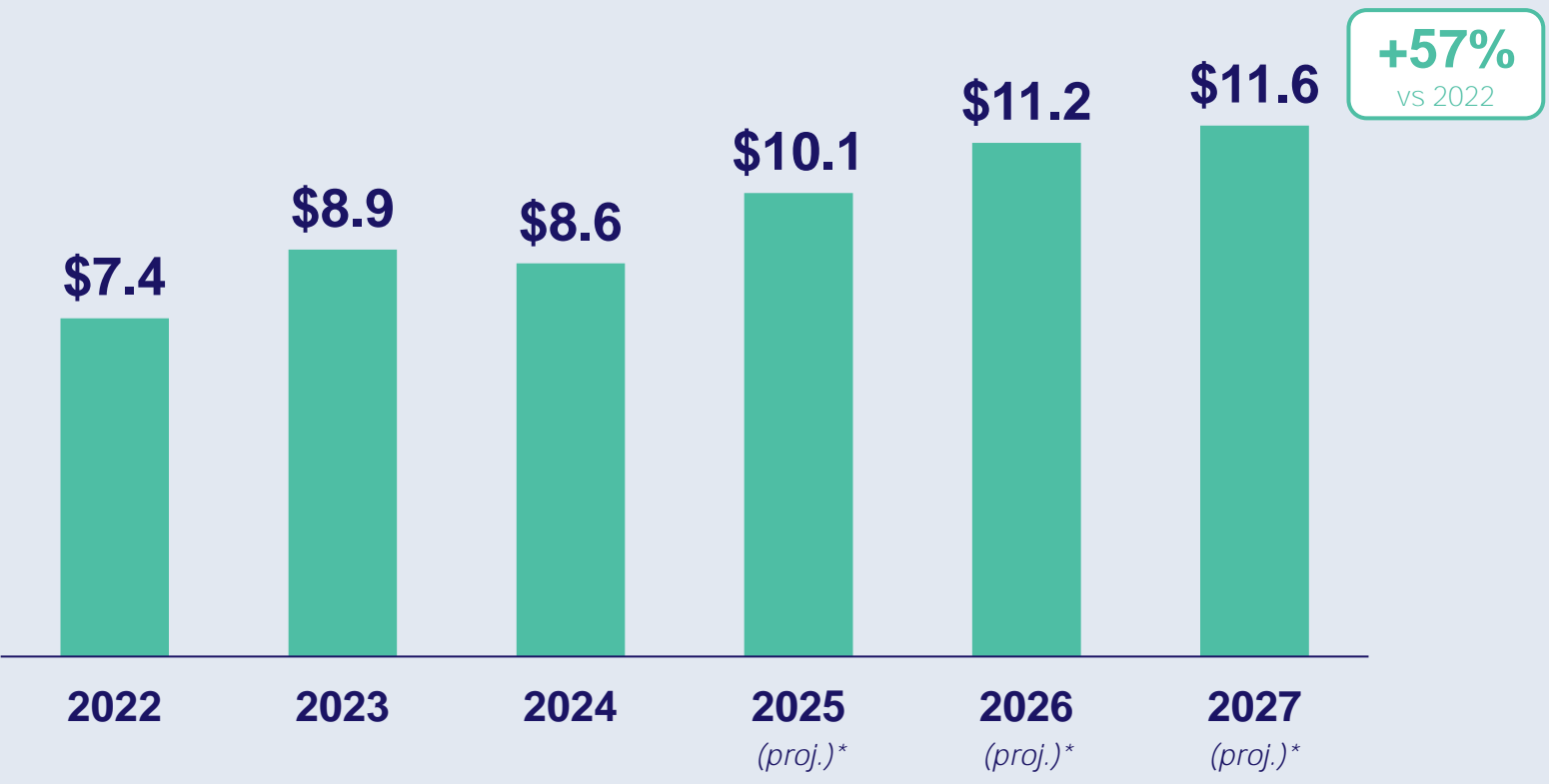


Source: National Association of Theatre Owners, 'The Strength of Theatrical Exhibition', projected as of 12/18/24. *Wide releases represent movies at 2,000+ locations.

6

Box office revenues are projected to rise steadily over the next few years as more theatrical movies receive 'wide' releases

Annual Domestic Box Office Revenue
\$ in Billions



Source: Box Office Mojo, 'Domestic Yearly Box Office' for 2022-2024. *S&P Global Market Intelligence, 'Exhibition Market Projections' for 2025-2027 projections, July 2024.

2

Elevating the Cinematic Experience



7 People are now more likely to go to the movies as a form of escapism and relaxation from their daily routine

Top Reasons for Going to the Movies

2023

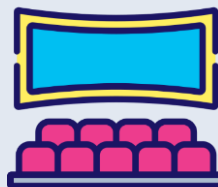


1. Movie needed to be seen on the big screen

2. Love going to the movies

3. Big screen and surround sound

2024



1. Big screen and surround sound

2. Love going to the movies

3. Movie needed to be seen on the big screen

2025



1. Escape from daily routine

2. Form of relaxation

3. Big screen and surround sound

Source: Source: Fandango, 'Theater Bound Media Trends & Insights Study', Spring 2025; 'The Magic of the Theatrical Experience', Spring 2024; 'It's Showtime', Spring 2023. Note: 2023 respondents featured Fandango ticket buyers only.







8

A trip to the movie theater continues to be the most affordable local entertainment activity by far across all markets, both large and small

▶ Since 2023, the average cost increase of non-theatrical activities (+25% on average) has outpaced cinema (+16%)

Entertainment Costs Across Different Market Sizes

■ 2023 vs ■ 2025

Activity	New York City (County 'A')	Cleveland, OH (County 'B')	Des Moines, IA (County 'C')	Bakersfield, CA (County 'D')
 <p>Movie Tickets From Fandango 1 Adult Ticket</p>	\$19.65 → \$20.99 (Regal E-Walk)	\$10.25 → \$11.75 (Capitol Theatre)	\$11.24 → \$13.64 (Flix Brewhouse)	\$13.75 → \$17.19 (Maya Bakersfield 16 & MPX)
 <p>Bowling 1 lane for 2 hours (Group of 6) Price Per Person</p>	\$41.43 → \$63.82 (Bowlero)	\$20.16 → \$20.16 (The Corner Alley)	\$13.50 → \$15.32 (Air Lanes)	\$26.00 → \$35.98 (Bowlero)
 <p>Mini Golf 2 rounds of mini golf (estimated 50 – 90 mins) Price Per Person</p>	\$43.98 → \$43.98 (Shipwrecked)	\$25.98 → \$23.98 (Swing n Things)	\$30.00 → \$30.00 (Slidaway Center)	\$20.00 → \$22.00 (MB2 Entertainment*)
 <p>Laser Tag Price Per Person for 1-1.5 hours</p>	\$39.99 → \$39.99 (Area 53 NYC)	\$22.50 → \$22.50 (Area 51 Laser Tag)	\$32.00 → \$36.00 (Spare Time Entertainment)	\$20.00 → \$22.00 (The BLVD!)
 <p>Axe Throwing Price Per Person for 2 hours</p>	\$42.00 → \$76.00 (Bury the Hatchet)	\$28.99 → \$55.46 (Class Axe)	\$40.00 → \$53.50 (Ironside Axe Club)	\$30.00 → \$70.00 (Brainy Actz)
 <p>Archery Price Per Person</p>	\$40.00 → \$45.00 (Gotham Archery)	\$60.00 → \$60.00 (Crooked River Archers)	\$20.00 → \$20.00 (Archery Field & Sports)	\$30.00 → \$30.00 (Brainy Actz)

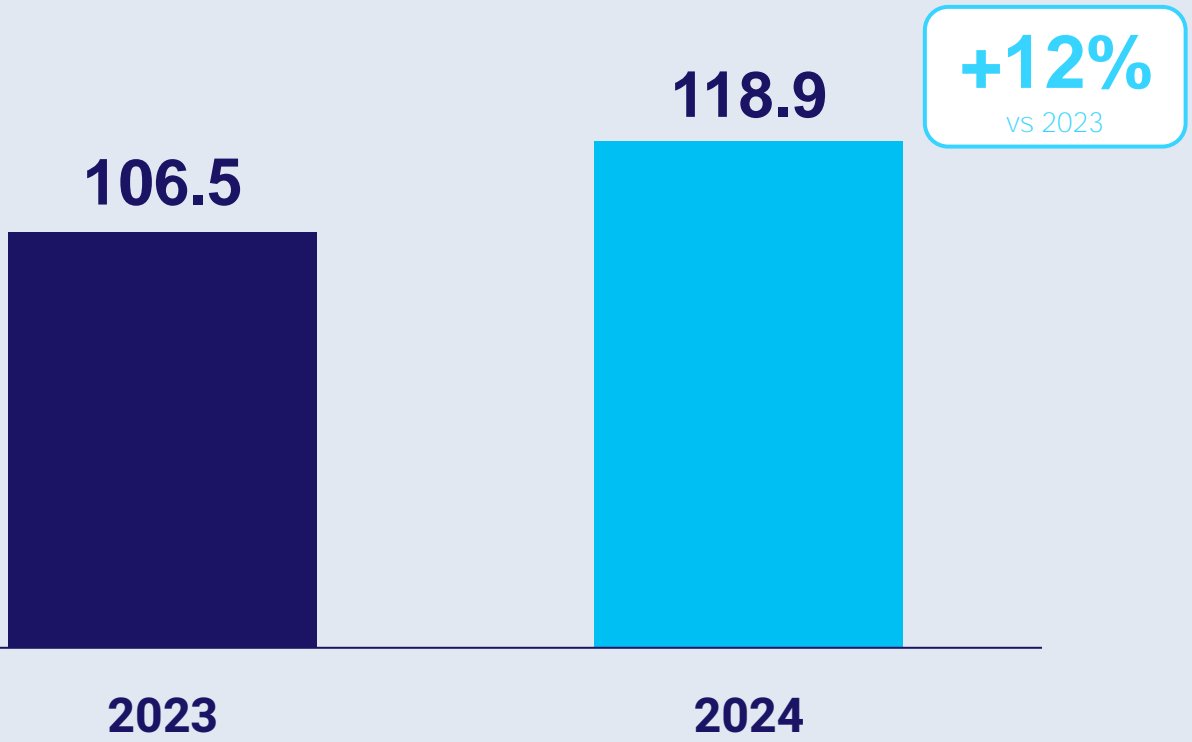
Source: VAB analysis of pricing available on the specific venues' websites for the cost of activities based on the appropriate location as of 3/21/2025. Markets were selected from ABCD counties as categorized by Nielsen based on U.S. Census Bureau population data and metro areas.

*MB2 Entertainment was used only in 2025 comparison since 2023 location closed.

9

Near 120 million people are theater loyalty members which represents a growing, highly engaged audience for brands to connect with

Movie Theater Loyalty Program Members
in Millions



Most Important Benefits of a Free Movie Loyalty Program*
Loyal & Casual Movie Fans

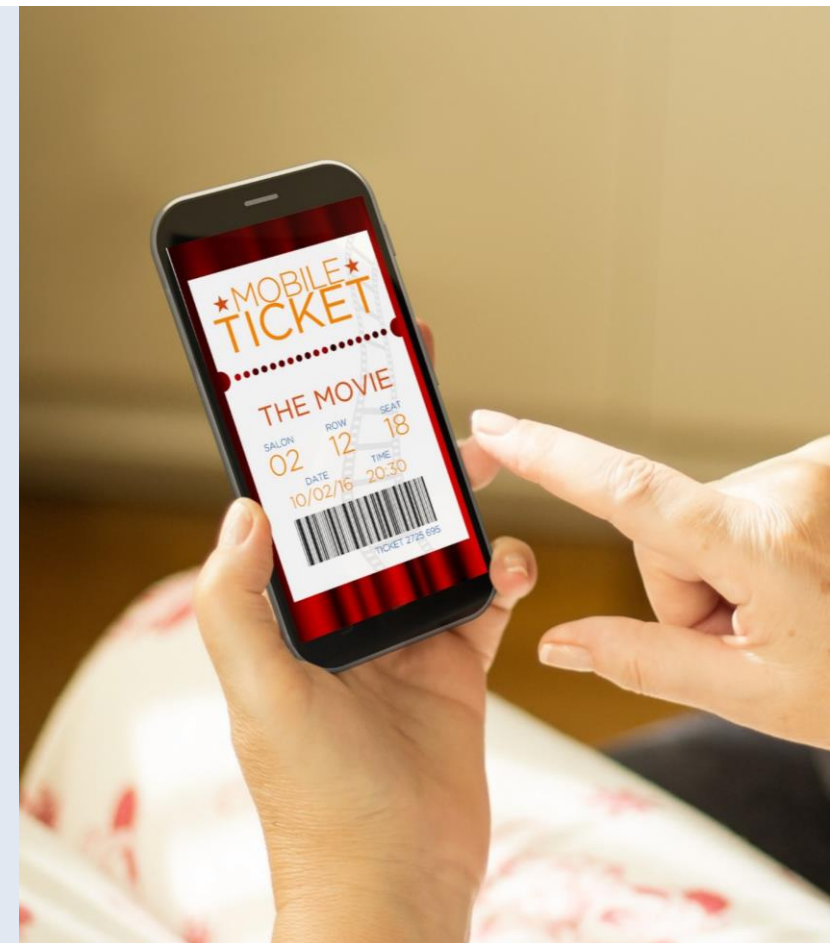
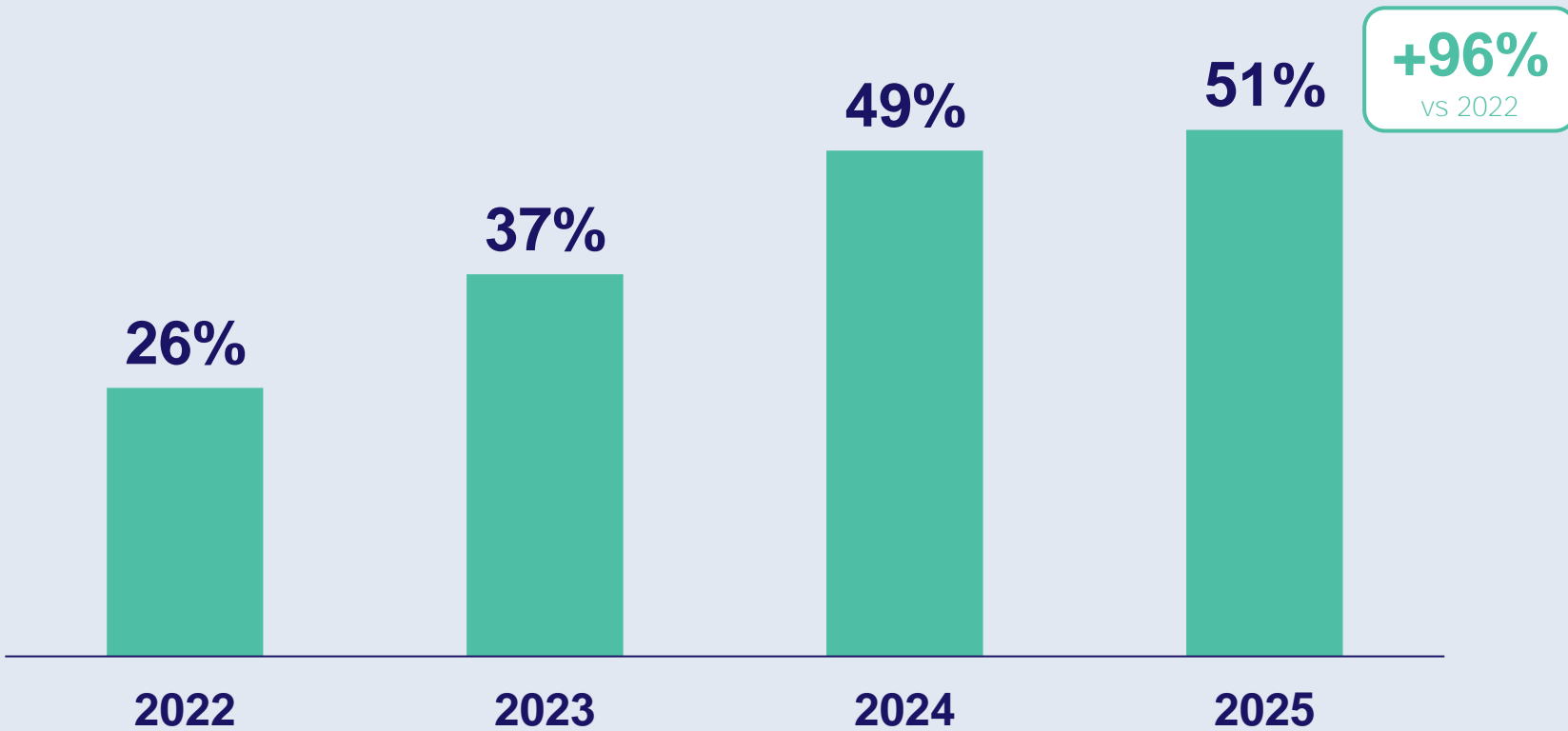
- 76%** Rewards & discounts on **tickets**
- 75%** Rewards on **concessions**
- 74%** Ability to **track rewards** easily

Source: National Association of Theatre Owners, 'The Strength Of Theatrical Exhibition', December 2024. *Fandango, 'Theater Bound', Spring 2025.

10

Moviegoers are expressing a greater commitment towards a trip to the theater as over half are now buying their tickets online in advance

% of Moviegoers Who Purchased a Movie Ticket Online in the Last 12 Months



Source: VAB analysis of MRI-Simmons Winter Study, 2022-2025. Base: A18+. 'Moviegoer' = Attended a movie in the last 12 months

11

Immersive, large-format screens have grown by one-third over the last five years as theaters compete with home entertainment systems



+37%

Increase in Large-Format Screens

across North America
over the past 5 years

(950 Large Format Screens in 2024)



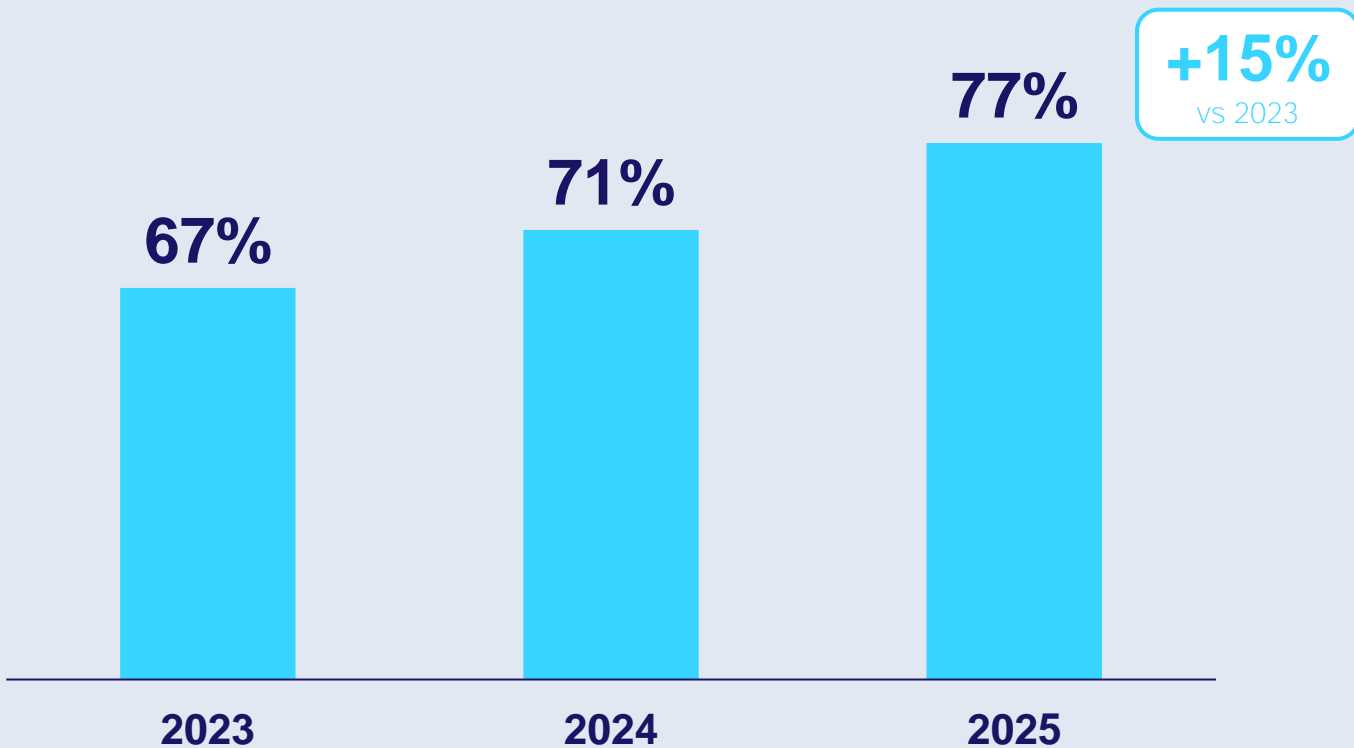
Source: National Association of Theatre Owners, 'The Strength Of Theatrical Exhibition', December 2024. Note: Large screen format auditoriums are screens that are larger than standard screens and can include advanced projection technology and immersive sounds. Large format examples are IMAX, Dolby Cinema, Cinemark XD & Regal RPX.

12

Over three-quarters have watched a movie in a 'premium format' as more moviegoers seek to elevate their viewing experience vs. home

% of Moviegoers Who Have Seen A Movie in Premium Format*

In the last year



74%

of **premium format** moviegoers said that it **makes the moviegoing experience more enjoyable****

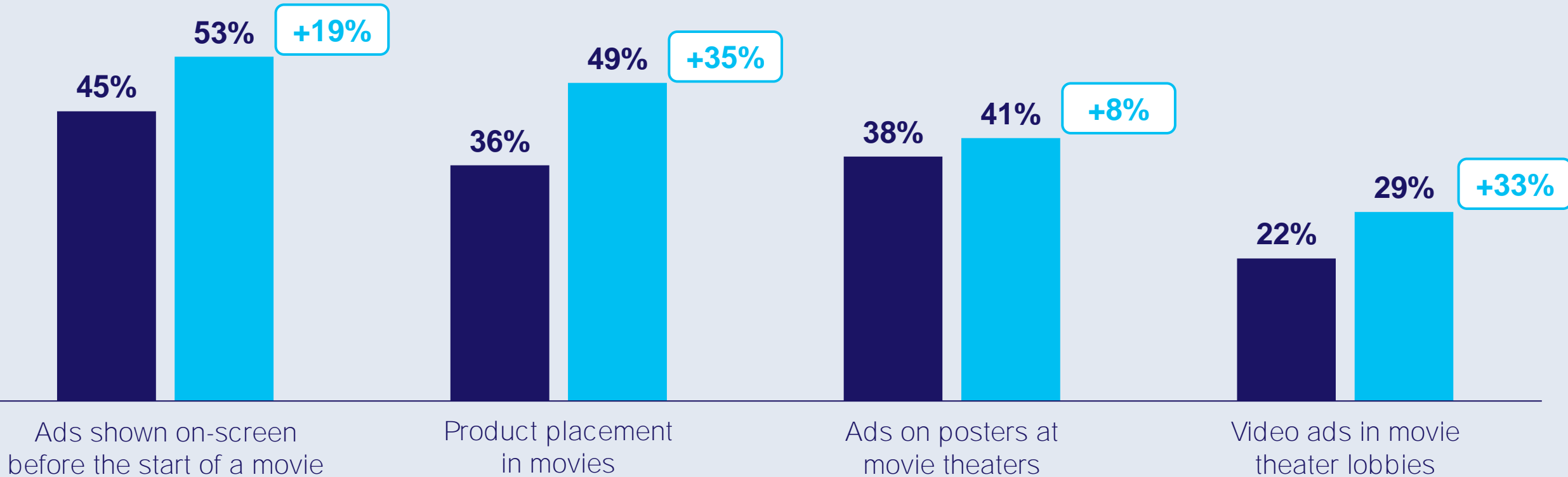
Source: Fandango, 'Theater Bound', Spring 2025; ***'The Magic of the Theatrical Experience', Spring 2024; 'It's Showtime', Spring 2023 Media Trends & Insights Studies. Note: 2023 respondents featured Fandango ticket buyers only. *Premium formats include IMAX, Dolby, RealD 3D, 4D, and more. Note: Large screen format auditoriums are screens that are larger than standard screens and can include advanced projection technology and immersive sounds.

13

Ad recall and engagement with cinema advertising, both on-screen and in lobbies, are exceeding pre-pandemic levels

Types of Cinema Advertising Seen in Last 30 Days by Frequent Moviegoers*

■ 2019 ■ 2025



Source: VAB analysis of MRI-Simmons Doublebase 2019 & Winter 2025 Study. Base: A18+. *'Frequent moviegoer' reflects people who have gone to the movies at least once in the last month.

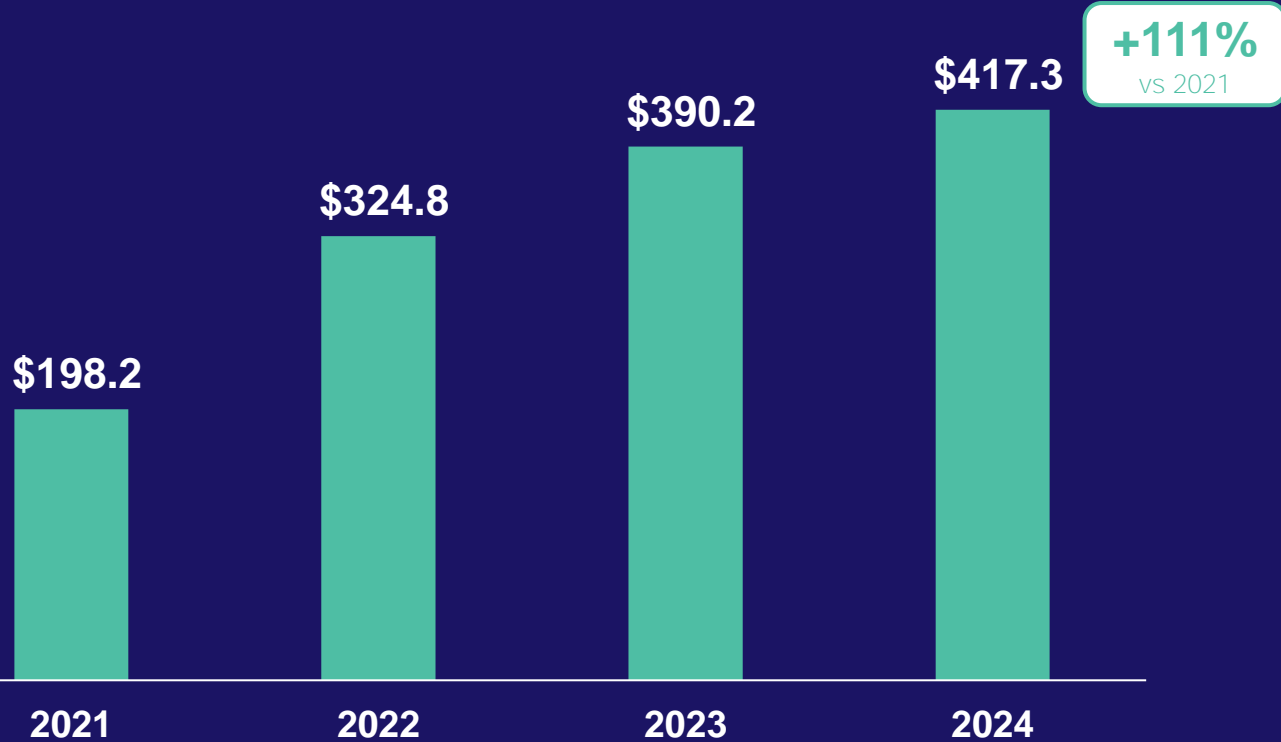
14

Theater owners have committed to massive capital investments to further modernize and elevate the cinematic experience

▶ 64% of moviegoers say **the whole experience** is why they go to the movies**

Capital Expenditures of Major Theatrical Exhibitors*

\$ in MM



9/19/2024

Theater Owners Plan to Spend \$2.2 Billion to Modernize and Upgrade Moviegoing Experience



2/26/2025

How the world's largest theaters are Investing in modern moviegoers

AMC, Cinemark to spend nearly \$500 million this year on high-end upgrades

DEADLINE

11/6/2024

AMC Entertainment Plans To "Go On Offense" With Major Upgrades To Movie Theaters Amid Box Office Recovery



2/19/2025

Cinemark bounces back with new real estate plans after development hiatus

Cinema company to open its first family entertainment concept in Texas, with bowling and rock climbing

Source: VAB analysis of SEC 10-K filings of *The Marcus Corporation, AMC Entertainment Holdings, Inc. & Cinemark Holdings Inc. for fiscal years 2021-2024. AMC capital expenditures include US and international markets premium sight and sound, other upgrades to auditoriums, and beverage enhancements. Cinemark capital expenditures include US and International markets related to the development, remodel and enhancements of theaters. The Marcus Group capital expenditures includes theater upgrades including DreamLounger seating, SuperScreen DLX and ScreenX upgrades, excludes capital expenditures on the hotels and resorts division. **Screenvision, Screen Engine Data, March 2024. Base: Total Respondents (18+), 'What are some of the reasons why you go to see movies in theater?' *Major Theatrical Exhibitors represents: The Marcus Corporation, AMC Entertainment Holdings, Inc. & Cinemark Holdings Inc.

3

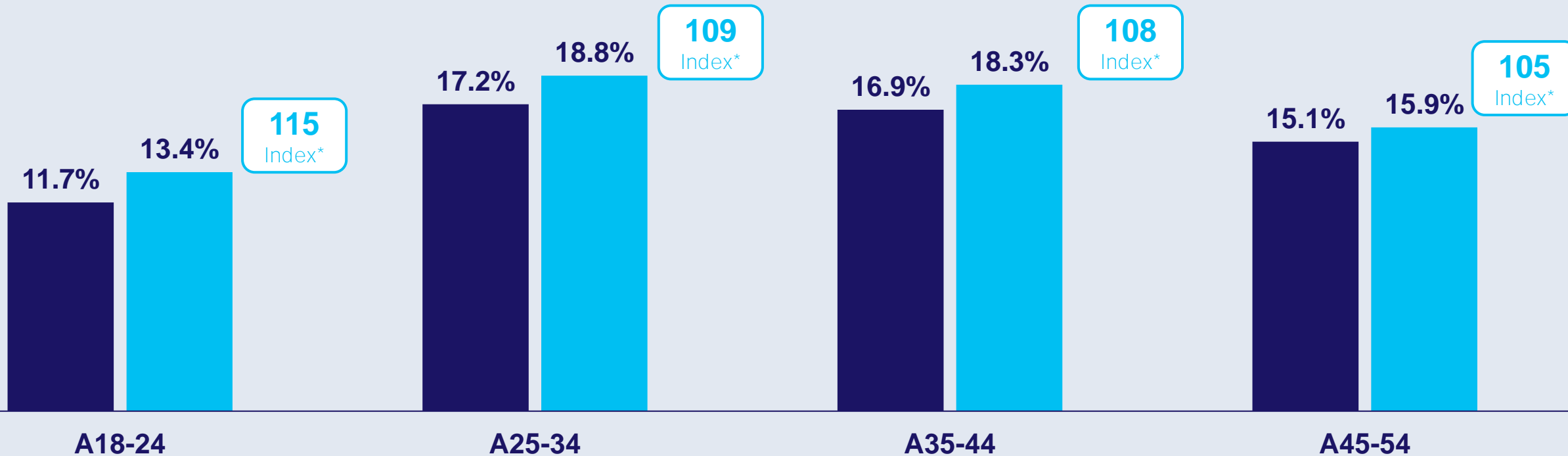
The Increasing Value of Moviegoers



Cinema delivers targeted audiences, especially among the more elusive, younger age groups that are sought after by marketers

2025 Population Composition by Age Group

■ U.S. Population ■ Moviegoers



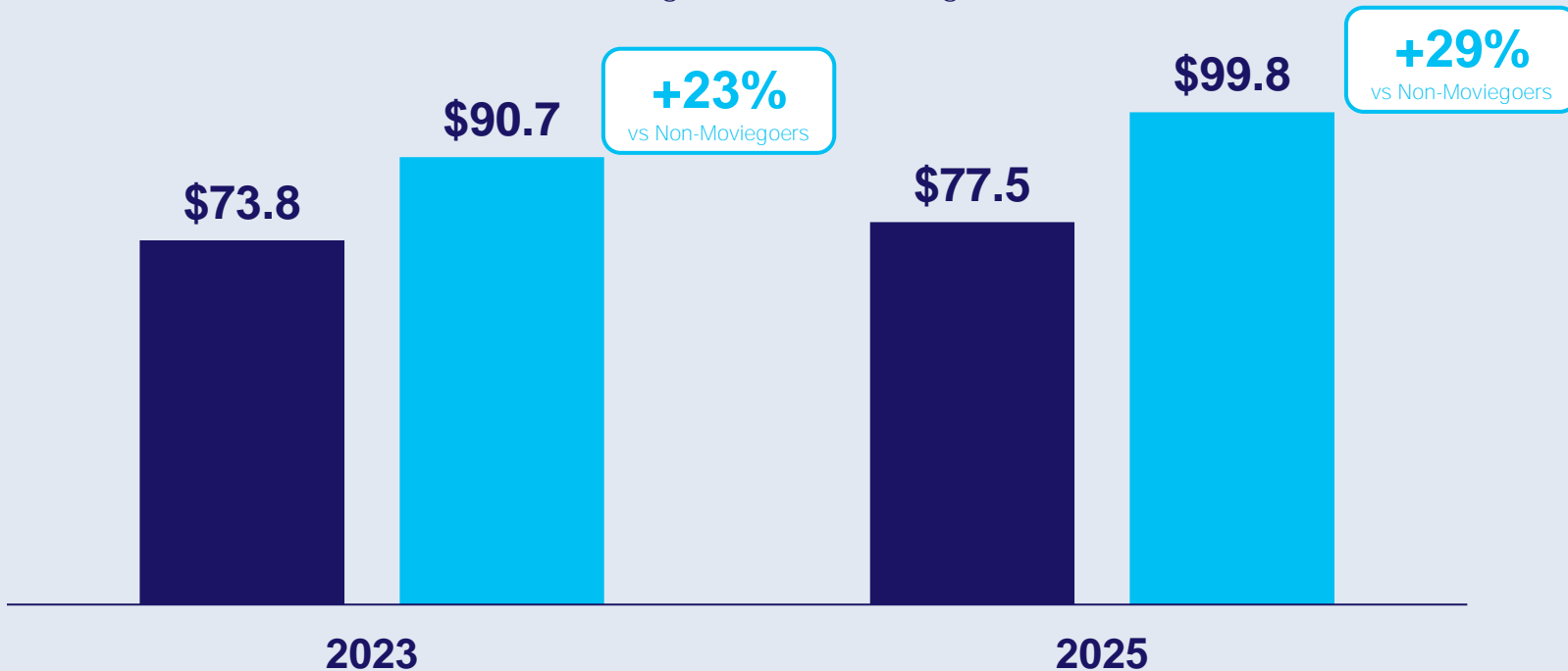
Source: VAB analysis of MRI-Simmons Winter Study 2025 & Doublebase Study 2019. Base: A18+. 'Moviegoer' = Attended a movie in the last 12 months; VAB analysis of U.S. Census Bureau, 'Projected Population by Single Year of Age, Sex, Race, and Hispanic Origin for the United States: 2022 to 2100', November 2023. *% difference of moviegoers against U.S. population.

The median household income of moviegoers is nearly one-third higher than non-moviegoers, which has grown over recent years

Median Household Income (HHI) Trend

\$ in Thousands

■ Non-Moviegoers ■ Moviegoers



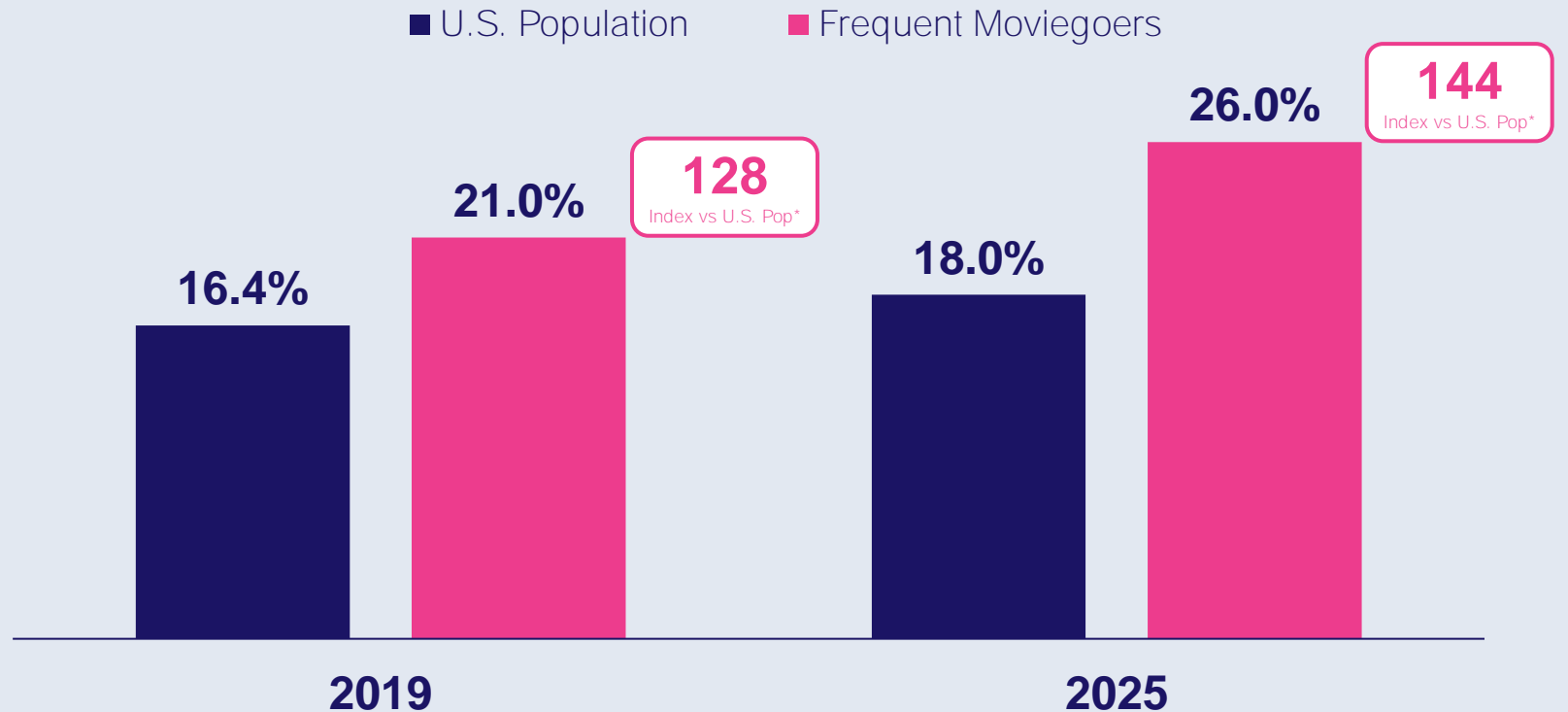
Source: VAB analysis of MRI-Simmons Winter Study, 2023 & 2025. Base: A18+. 'Moviegoer' = Attended a movie in the last 12 months. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months

17

Hispanics are much more likely to be habitual moviegoers, which enables brands to connect with this valuable and growing audience



Hispanic A18+ Population Composition by Year



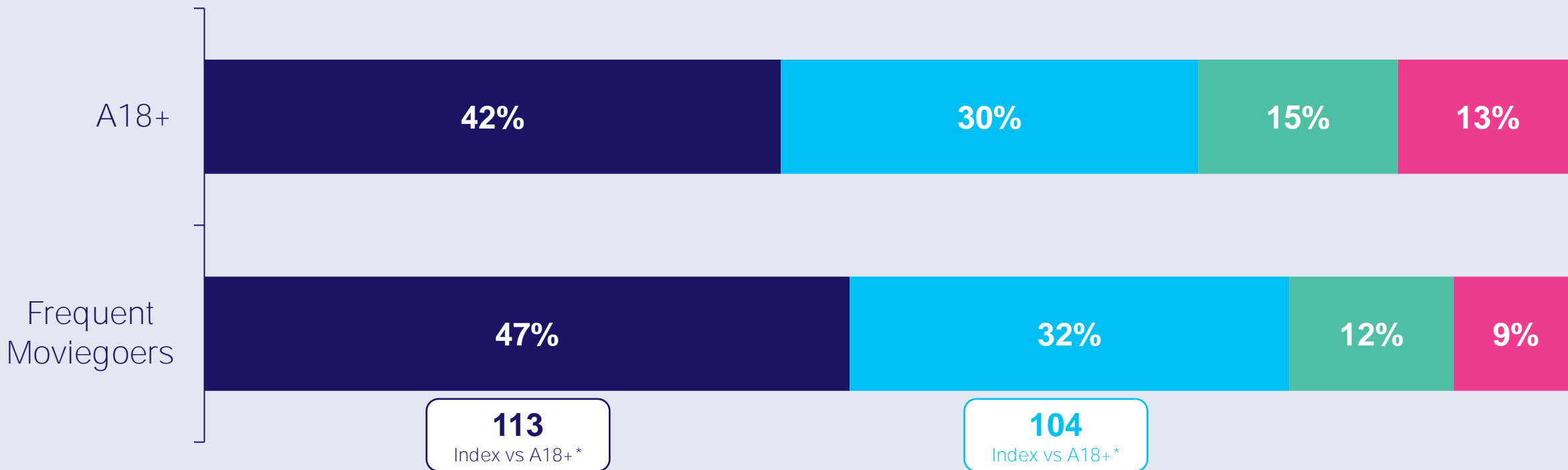
***How to read index:** In 2025, Hispanics accounted for 26% of frequent moviegoers, which is *44% higher than their share of the U.S. pop*

Source: VAB analysis of MRI-Simmons Winter 2025 Study and Doublebase 2019 Study. Base: A18+. 'Frequent moviegoer' reflects people who have gone to the movies at least once in the last month; VAB analysis of U.S. Census Bureau, 'Annual Estimates of the Resident Population by Sex, Age, Race, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2019, June 2020 & 2022 to 2100', June 2020 & November 2023, A18+.

People in highly populated areas are more likely to be frequent moviegoers who seek escapism and relaxation from their daily lives

2025 Population Composition by County Size

■ County A ■ County B ■ County C ■ County D



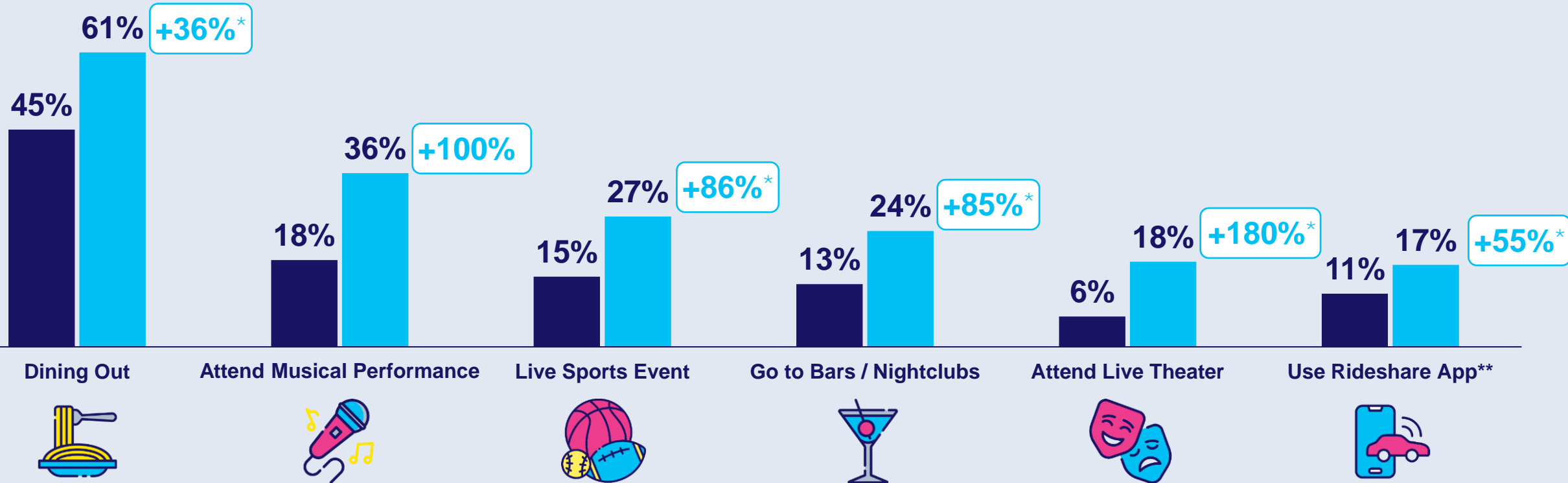
***How to read index:** Frequent Moviegoers are for *13% more likely to live in 'County A' than A18+*

Source: VAB analysis of MRI-Simmons Winter Study, 2025. 'Frequent moviegoer' reflects people who have gone to the movies at least once in the last month. Markets were selected from ABCD counties as categorized by Nielsen based on U.S. Census Bureau population data and metro areas. County Sizes are categorized as: County A (~40% of U.S. HHS)- The 25 largest cities; County B (~30% of U.S. HHS)- Excl. A counties, and has a population of 150k+ and 85k+ HHS; County C (~15% of U.S. HHS)- Excl. A&B counties, and has a population of 40k+ and 20k+ HHS; County D (~15% of U.S. HHS)- Excl. A,B&C counties, with no limits on population of HHS.

Moviegoers are the drivers of the ‘going out’ economy and a vital target for brands across dining, sports and entertainment

Leisure Activities Participated in the Last 12 Months

■ Non-Moviegoers ■ Moviegoers



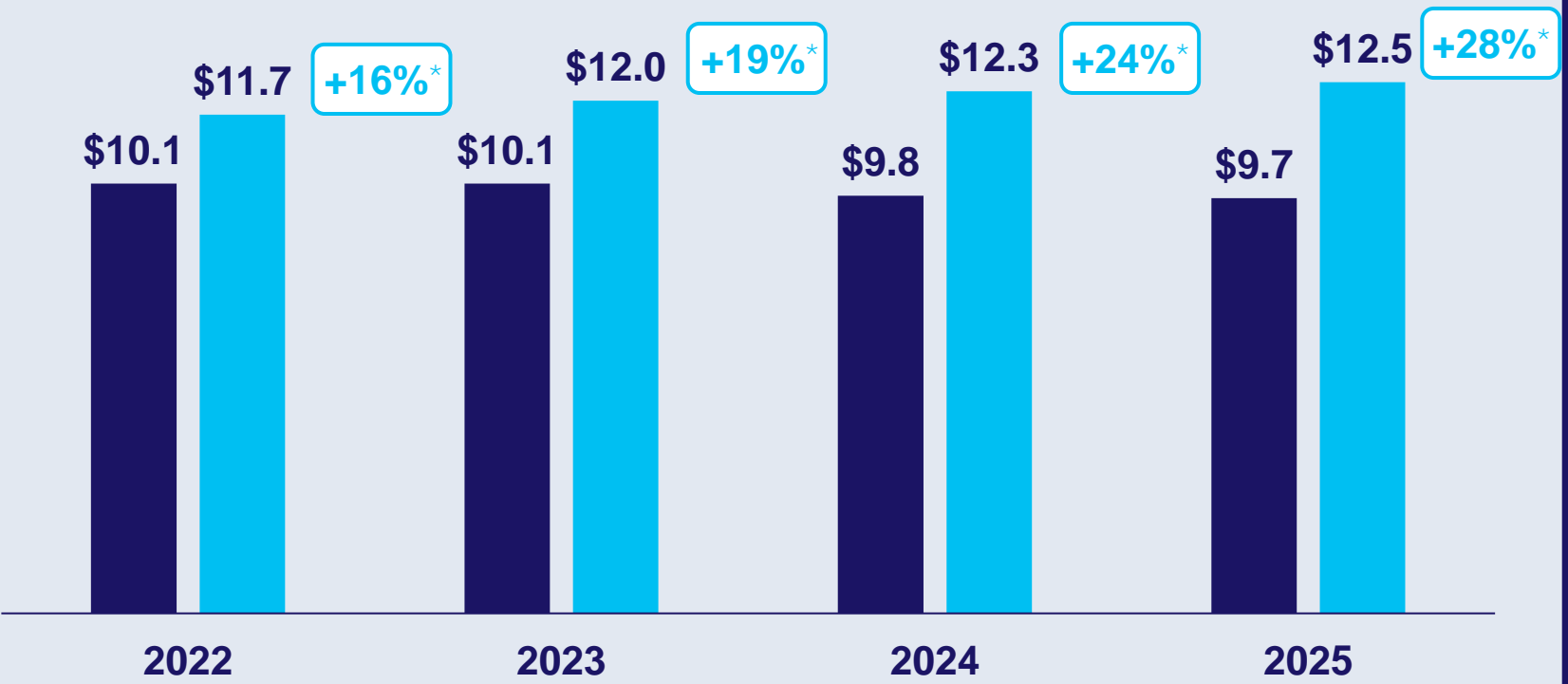
Source: VAB analysis of MRI-Simmons Winter Study, 2025. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months, 'Moviegoer' reflects people who have gone to the movies at least once in the last year. Musical performances include rock, country, classical music/opera, R&B/Hip-Hop/Rap, and other. *% difference of moviegoers against non-moviegoers. **Using rideshare apps is based on usage in the last 30 days.

Overall, moviegoers are highly desirable consumers whose gap in annual spending vs. non-moviegoers is only widening

Annual Credit Card & Debit Card Expenditure Per Person Trend

\$ in Thousands

■ Non-Moviegoers ■ Moviegoers



Interested in seeing the average moviegoer's spending across twenty categories?

Click here to download 'Show Me the Money'

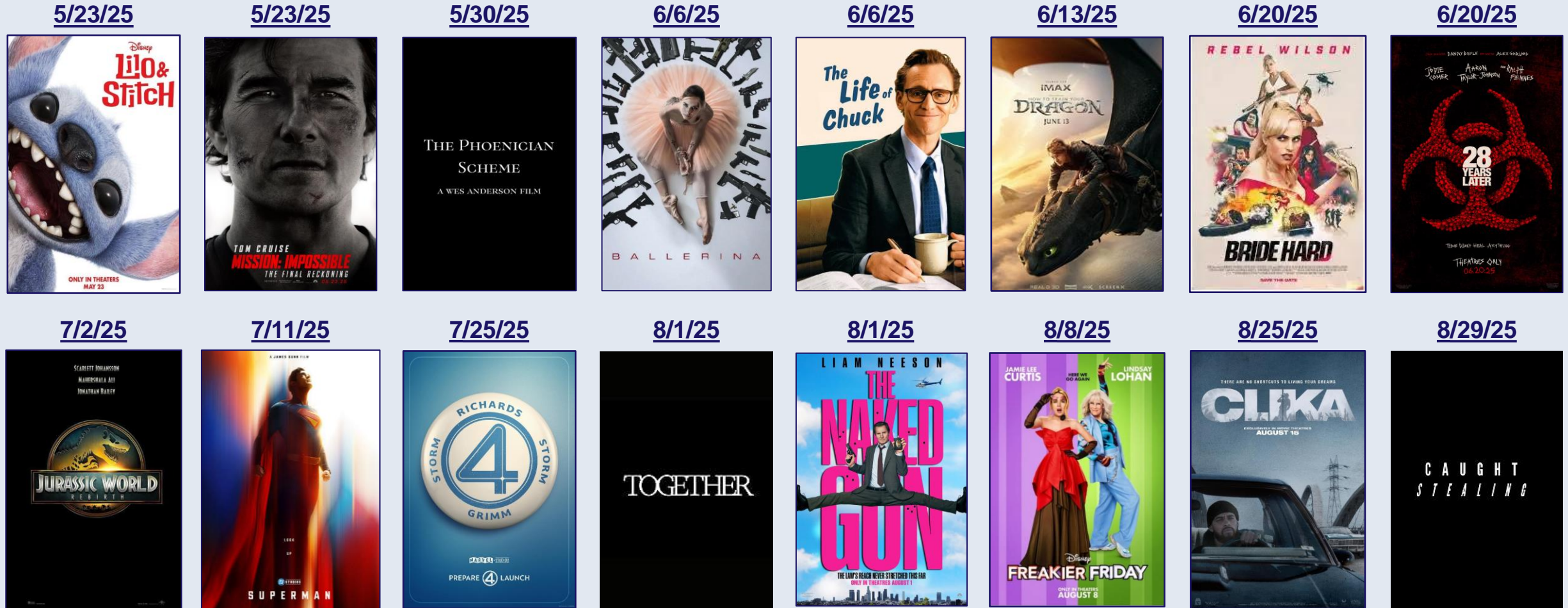


Source: VAB analysis of MRI-Simmons – Winter 2025 & Fall Doublebase, 2022-2024, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months *% difference of moviegoers against non-moviegoers.

Exciting, highly engaging releases coming soon to a movie theater near you



The theatrical pipeline is filled with high-profile movies and specialty film releases this summer and beyond



Source: IMDb, Upcoming Releases, 2024/2025. Note: Release dates planned as of 3/27/2025 and subject to change.

20 Trends in Cinema



Highlights from the Movie Theater



Elevating the Cinematic Experience



The Increasing Value of Moviegoers

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Key Marketer Takeaways

- ▶ **The cinema is the most popular ‘away from home’** entertainment by far – it provides scale, brand-safe environments, buzz and superior engagement
- ▶ The affordable cinematic experience provides moviegoers with escapism and relaxation in an elevated viewing setting that will only continue to evolve with enhanced technology, features and services, which creates an ideal advertising environment for brands
- ▶ Cinema delivers audiences that are of high value to brands - diverse segments across ages with higher household incomes who are active and are spenders

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Check out this related VAB content



Show Me the Money

Highlighting the Value of Moviegoers
Across 20 Major Categories



The Pursuit of Happiness

How Mood Lights Up
Ad Engagement at the Cinema



Reeling in Audiences

10 Acts of Attention Along
the Moviegoer's Journey



The Passion of the Cinema

Tapping into people's excitement
for quality, premium video content



At the Movies

15 Reasons to Include Cinema Within
a Video Campaign



How can cinema deliver desirable
audiences for my brand?

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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