

## A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

# Lights, Camera, Commerce

## How Cinema Drives Consumers to Action





## Cinema lives at the center of commerce and ignites consumer action for brands

Over 80% of retail sales in the U.S. are made at physical store locations, accounting for more than six trillion dollars annually.

**Cinema is a vital anchor in key retail areas and commerce destinations** within cities and towns across America:

- ▶ 75% of cinemas are within 1 mile of a clothing store
- ▶ 55% of cinemas are within 1 mile of a shopping mall
- ▶ 80% of cinemas are within 5 miles of a grocery store
- ▶ 73% of cinemas are within 5 miles of a home improvement store

Going to the movies also involves one of the **most deliberate consumer acts of seeking out entertainment**, with the average journey being over 11 miles from home. This **motion turns into emotion** among a target-rich audience of ‘**savvy shopper**’ and ‘**super spender**’ moviegoers.

And that **emotion turns into action** due to the intersection of cinema’s highly desirable audience, the high-impact advertising in a captive environment and cinema’s proximity to commerce.

# In this report, we explore how the proximity of cinema to trillions of dollars of retail sales turns motion into emotion and emotion into action

## Sizing the Retail Opportunity

1

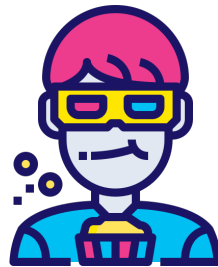
In-Person Purchasing Powers Retail Commerce



## The Cinema Solution

2

Movie Theaters Attract 'Savvy Shoppers' & 'Super Spenders' In Motion



3

The Cinema Turns Motion Into Emotion, and This Emotion Ignites Action



4

Cinema's Commerce Impact – Coming Soon FROM a Theater Near You



1

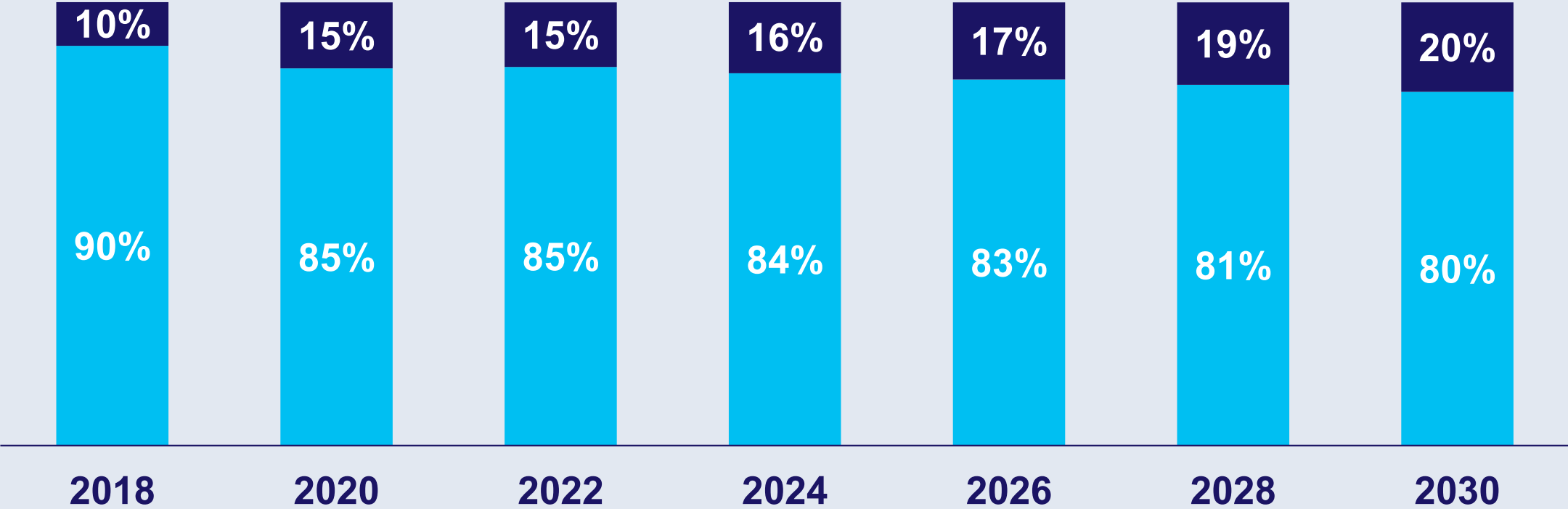
***Sizing the Retail Opportunity:***  
**In-Person Purchasing Powers**  
**Retail Commerce**



# Even in this age of digital, over 80% of retail sales are done at physical locations, which is projected to continue through the rest of the decade

U.S. Retail Sales by Type

■ Physical Retail Sales ■ Ecommerce Retail Sales



Source: EMARKETER, *US Physical Retail Sales vs. Retail Ecommerce Sales as % of Total Retail Sales - 2020-2030*, February 2026. Note: Excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales.

# In-person physical retail sales equate to \$6.4 trillion annually and will grow to over \$7 trillion by the end of the decade

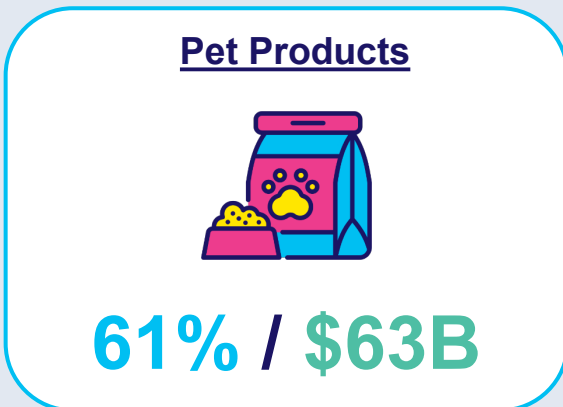
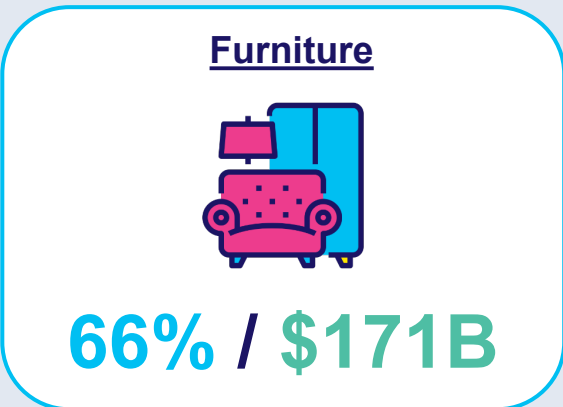
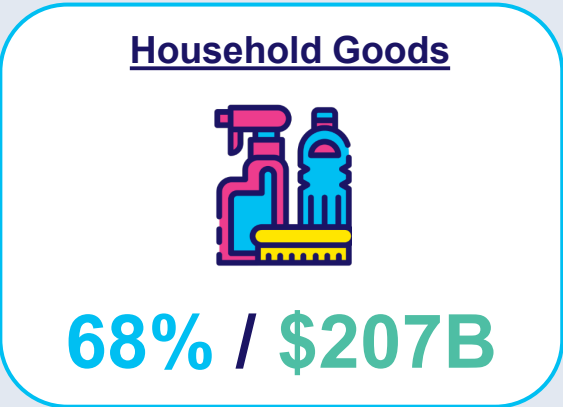
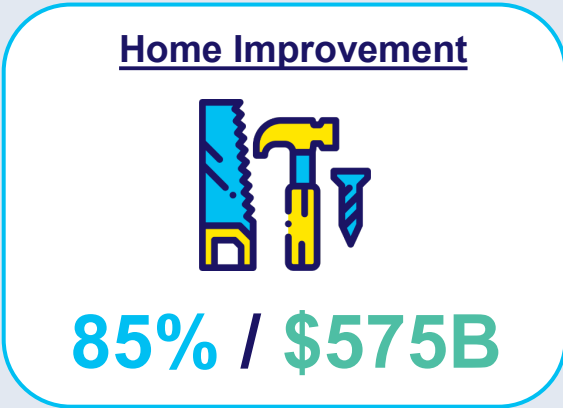
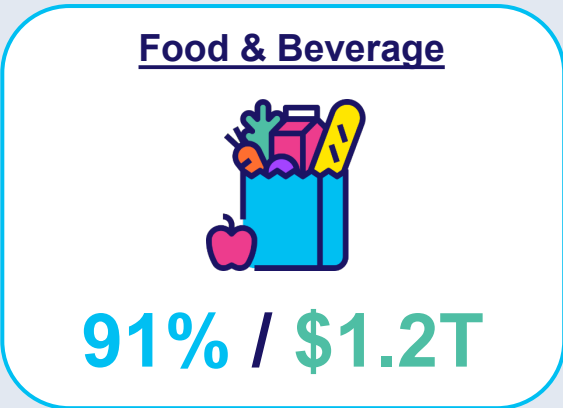
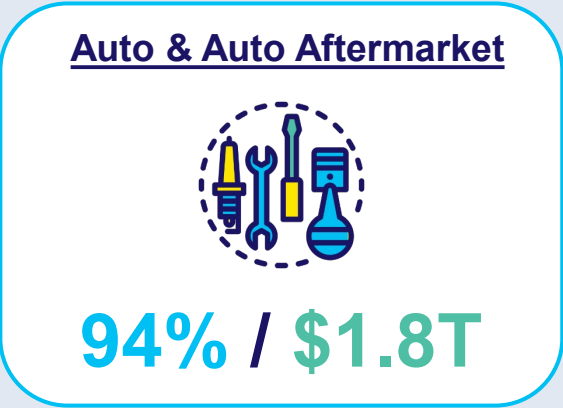
U.S. Physical Retail Sales  
\$ in Trillions



Source: EMARKETER, *U.S. Physical Retail Sales - 2020-2030*, February 2026. Note: Includes products or services purchased via physical channels (e.g., stores, infomercials, printed catalogs, vending machines); excludes products or services ordered using the internet; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

# Physical retail sales are the main driver of retail for many large categories, including automotive, food, home improvement and household goods

## U.S. Physical Retail Sales: % of Total Category & Sales 2026



Source: EMARKETER, U.S. Physical Retail Sales & Sales Penetration, by Product Category - 2026, February 2026.

# Hundreds of millions of adults regularly visit a wide variety of brick-and-mortar stores and restaurants ranging from QSRs to fine dining

## Visitations by Store & Restaurant Category

A18+, % and # who have visited

### 'Big Box' Stores & Clubs

Last 12 months



96% / 252MM

### Department Stores

Last 3 months



94% / 248MM

### QSRs

Last 6 months



91% / 239MM

### Appliance & Hardware Stores

Last 12 months



76% / 201MM

### Casual Dining

Last 6 months



72% / 190MM

### Shopping Malls & Centers

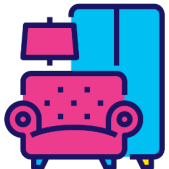
Last 6 months



50% / 131MM

### Furniture Stores

Last 12 months



26% / 69MM

### Fine Dining

Last 6 months



16% / 43MM

Source: VAB analysis of MRI-Simmons Winter 2026 Study. Base: A18+. 'Big Box' Stores & Clubs = Grocery & Warehouse Clubs; QSRs = fast food & drive-ins; Casual Dining = family dining & steakhouses.

2

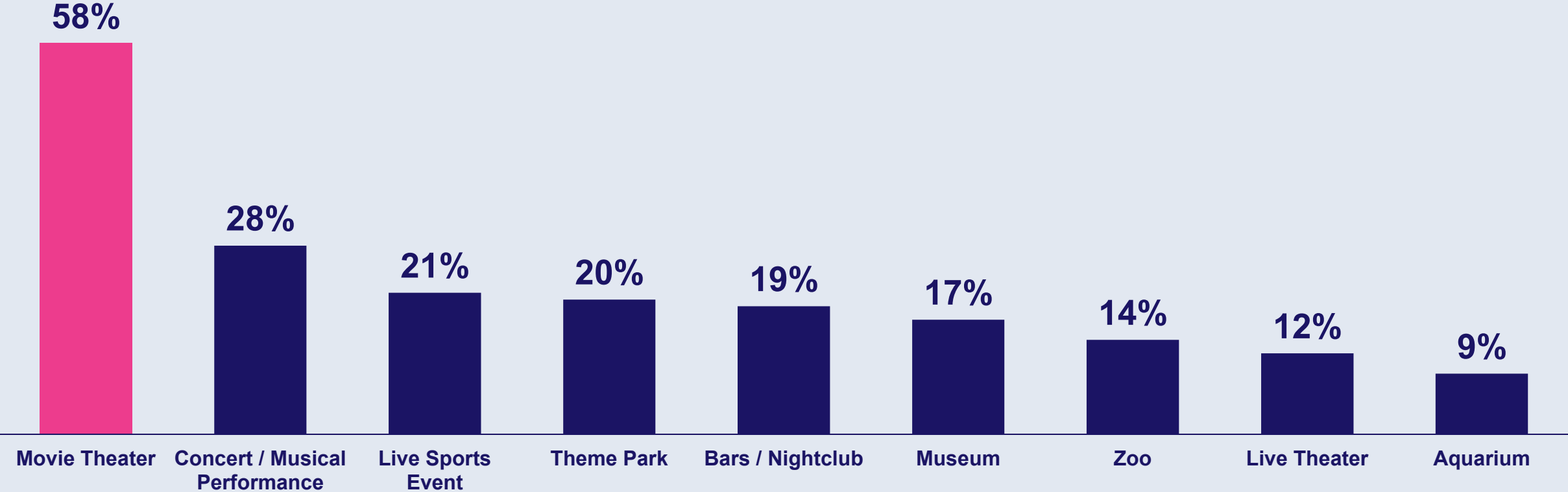
***The Cinema Solution:***

**Movie Theaters Attract 'Savvy Shoppers'  
& 'Super Spenders' In Motion**



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

Entertainment/Leisure Activities Participated In The Last 12 Months  
% of A18+



Source: VAB analysis of MRI-Simmons Winter 2026 Study. Base: A18+

**Going to the movie theater is one of the most deliberate consumer acts, which involves a journey of over 11 miles on average**

Moviegoers travel an average of

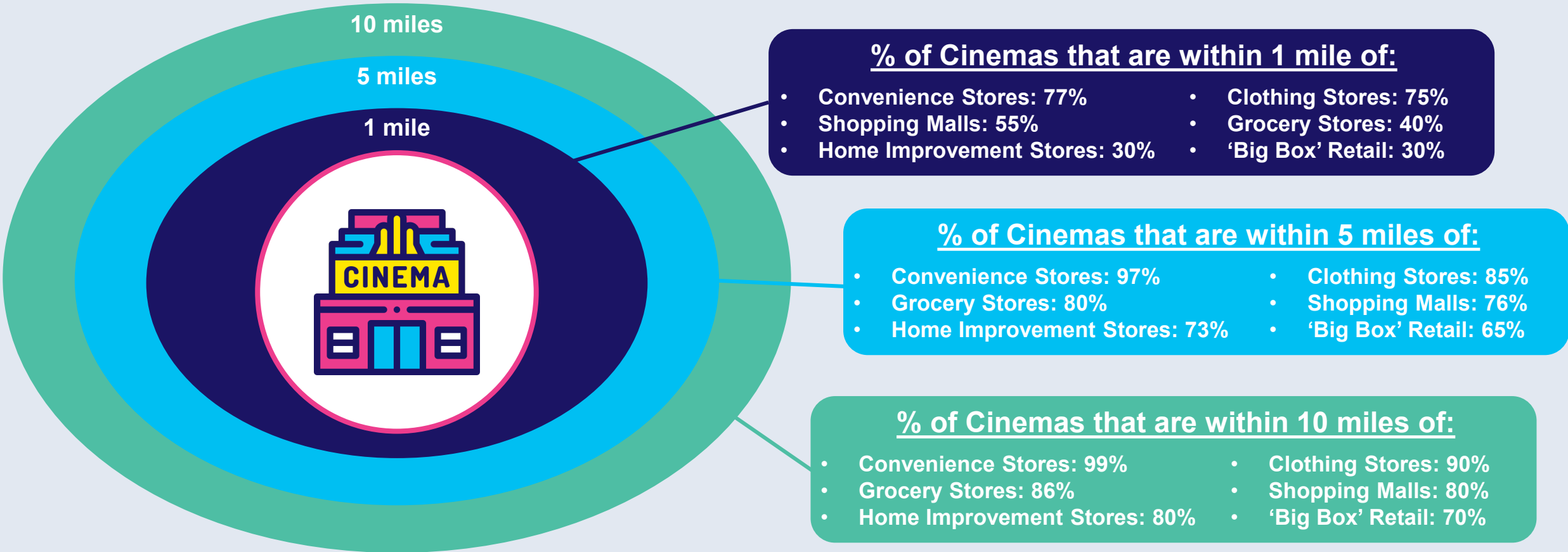
**11.2 miles**

to their local movie theater



# Cinemas are typically located in the center of commerce destinations, very close to retail stores of all types

▶ 100,000+ businesses are within a 1-mile radius of cinemas across dining, retail and service categories\*



Source: Screenvision & Maptitude, *The Heart of Commerce*, 2026. Note: Grocery Stores include Kroger, Aldi, Publix & Walmart. Home Improvement Stores include Home Depot & Lowe's. 'Big Box' Retail includes Walmart, Target & Costco. \*NCM, *Custom Proximity Analysis*, 2026.

# Most moviegoers don't just go to the cinema when they leave the home, they make dining and shopping a habitual part of their overall experience

## Locations Typically Visited Before/After the Cinema by Moviegoers\*



**85%**

**Restaurant,  
QSR or Bar**



**74%**

**Convenience Store**



**68%**

**Retail Store or  
Shopping Mall**

Source: VAB analysis of MRI-Simmons, 2026 Custom Video Study. \*Moviegoers' reflects people who have gone to the movies at least once in the last year.

# The cinema is a target-rich environment for brands as frequent moviegoers are both **‘savvy shoppers’** and **‘super spenders’**



## **‘Savvy Shoppers’**

Frequent moviegoers **love shopping** and **enjoy the experience of exploring and experimenting** as part of their routine



## **‘Super Spenders’**

Frequent moviegoers are **early adopters** and **tastemakers** that will **spend their money** to get what they want to buy

# ‘Savvy Shoppers’: Frequent moviegoers love shopping and enjoy the experience of exploring and experimenting as part of their routine

## ‘Savvy Shoppers’

Frequent Moviegoers vs. A18+

*“I have great experience when it comes to shopping”*  
**(+37% vs. A18+)**

*“When I shop, I usually visit a variety of stores”*  
**(+14% vs. A18+)**

*“I prefer shopping at specialty stores because the employees are knowledgeable about products”*  
**(+9% vs. A18+)**



*“I like to experiment with new clothing styles”*  
**(+22% vs. A18+)**

*“I prefer to shop at stores that specialize in a specific type or style of product”*  
**(+13% vs. A18+)**

*“I enjoy wandering the store looking for new, interesting products”*  
**(+9% vs. A18+)**

*“I think shopping is a great way to relax”*  
**(+8% vs. A18+)**

Source: VAB analysis MRI-Simmons Winter 2026 Study, A18+. Base: Frequent Moviegoers (visited theater in the past 30 days). % vs. A18+ means the 'frequent moviegoer is x% more likely to agree with the statement than A18+.

# ‘Super Spenders’: Frequent moviegoers are also early adopters and tastemakers that will spend their money to get what they want to buy

## ‘Super Spenders’

Frequent Moviegoers vs. A18+

*“My family/friends trust my advice on shopping”*  
**(+40% vs. A18+)**

*“I am willing to spend more than I can really afford, to get the clothes that I want”*  
**(+29% vs. A18+)**

*“I often spend more money than I expected to on my fashion purchases”*  
**(+15% vs. A18+)**



*“I tend to make impulse purchases”*  
**(+7% vs. A18+)**

*“I am usually the first among my friends to try new clothing styles”*  
**(+37% vs. A18+)**

*“I’m always one of the first of my friends to try new products or services”*  
**(+20% vs. A18+)**

*“I’m a ‘spender’ rather than a ‘saver”*  
**(+15% vs. A18+)**

Source: VAB analysis MRI-Simmons Winter 2026 Study, A18+. Base: Frequent Moviegoers (visited theater in the past 30 days). % vs. A18+ means the 'frequent moviegoer is x% more likely to agree with the statement than A18+.

# These 'savvy shopper' and 'super spender' frequent moviegoers are constantly in motion, visiting retail stores and restaurants at scale

## Frequent Moviegoers: Visitations by Store & Restaurant Category

% who have visited & index against A18+

### 'Big Box' Stores & Clubs

Last 12 months



98% / 102 index

### Department Stores

Last 3 months



96% / 102 index

### QSRs

Last 6 months



95% / 105 index

### Casual Dining

Last 6 months



81% / 113 index

### Appliance & Hardware Stores

Last 12 months



77% / 101 index

### Shopping Malls & Centers

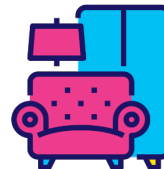
Last 6 months



64% / 128 index

### Furniture Stores

Last 12 months



30% / 116 index

### Fine Dining

Last 6 months



24% / 147 index

**How to read index:** Frequent moviegoers are 13% more likely than A18+ to have visited a casual dining restaurant in the last 6 months.

Source: VAB analysis MRI-Simmons Winter 2026 Study, A18+. Base: Frequent Moviegoers (visited theater in the past 30 days). 'Big Box' Stores & Clubs = Grocery & Warehouse Clubs; QSRs = fast food & drive-ins; Casual Dining = family dining & steakhouses.

3

***The Cinema Solution:***  
Cinema Turns Motion Into Emotion,  
and This Emotion Ignites Action



# Moviegoing is a shared experience with family and friends that creates valuable co-viewing engagement opportunities for advertisers

93%

of moviegoers  
attend with at least  
one other person

3.4

people  
average moviegoing  
group size\*

Source: Screenvision, *Custom Research*, 2026. \*Screenvision & The People Platform, 2025 average.

**Cinema fosters a sense of connection within the theater, which is important for people's well-being and sense of community with others**



**60%**

of people **always or often**  
**experience a sense of connection**  
to others at the movies

Source: Digital Cinema Media (DCM), *Maximising Cultural Power with Cinema*, 2024. DCM / Burst Your Bubble 2024. Base: Cinema goers last 4 weeks; P16-54 (n = 884).

# The engaging and communal experience of cinema puts audiences in a good mood, much more so than the internet or social media

78%

of people who visit a movie theater **spend their time in a good mood**

*(vs. 62% of people using the internet)  
(vs. 61% of people using social media)*



Source: Digital Cinema Media (DCM), *Cinema Effectiveness Roadmap*, 2023. IPA Touch Points.

# The 'good vibes' at movie theaters evokes powerful emotional experiences that advertisers can leverage to increase brand favorability

84%

of moviegoers agree that watching movies in a theater is an **emotionally powerful experience**

+20%

Increase in **brand favorability** after exposure to cinema ad\*



Source: Screenvision and Alter Agents, *Cinema's Emotional Resonance*, 2024. \*Screenvision, *Custom Research Study Norms 2024-2025*.

**Mood & emotion play a crucial role in the buying process, as people in a positive mindset are more likely to purchase products they see advertised**

A positive mindset drives a

**+35%**

**increase in purchase intent**



Source: Hearst, *Power of Positivity*, 2023.

# Cinema doesn't just attract 'savvy shoppers' and 'super spenders,' it reaches them in a positive, memorable ad environment in the theater

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



54%

Ads shown on-screen prior to start of movie (+2% vs. 2022)

51%

Product placement in movies (+11% vs. 2022)

46%

Ads on posters at movie theaters (+5% vs. 2022)

30%

Video ads in movie theater lobbies (+7% vs. 2022)

Source: VAB analysis of MRI-Simmons Winter 2026 & Winter 2022 Studies. Base: A18+. \*Frequent moviegoer' reflects people who have gone to the movies at least once in the last month.

## **‘Real-World’ Case Studies:**

See how the cinema drives incremental foot traffic and transactions



# Case Study: Cinema positions brands at the center of attention and inspires action within close proximity to conversion at retail and dining

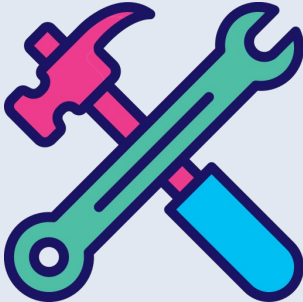
## Cinema Advertising Drives Significant **Incremental Visits** to Restaurants & Store Locations

(Based on Screenvision foot traffic studies of moviegoers between July – September 2025)



+66%

Casual Dining  
Restaurants



+30%

Home Improvement  
Stores\*



+23%

Quick-Service  
Restaurants\*

Source: Screenvision & In-Market, *The Heart of Commerce*. \*Screenvision & Foursquare, *The Heart of Commerce*, store visit lifts based on July – September 2025 time period.



# Case Study: Moviegoers are a highly active consumer segment who are much more likely to make purchases across categories

## Moviegoer Transactions vs. Average U.S. Consumer (Based on Affinity Solutions transaction data between July – October 2025)

+93%



**more transactions at QSRs**  
from moviegoers vs. average U.S. consumer

+92%



**more transactions at restaurants**  
from moviegoers vs. average U.S. consumer

+53%



**more transactions at grocery stores**  
from moviegoers vs. average U.S. consumer

2.1x



**more likely to make a purchase at specialty retail stores**  
moviegoers vs. average U.S. consumer

Source: NCM & Affinity Solutions, Moviegoer Transaction Analysis, 2026. Transaction data based on Jul–Oct 2025 data from Affinity Solutions' credit / debit card panel.

4

***The Cinema Solution:***  
**Cinema's Commerce Impact –**  
**Coming Soon FROM a Theater Near You**



# Upcoming high-profile movies offer opportunities for brands to engage ‘savvy shoppers’ and ‘super spenders’ within the heart of commerce areas



Source: IMDb, Upcoming Releases, 2026. Note: Release dates planned as of 4/7/2026 and subject to change.

## Key Marketer Takeaways

### Cinema lives at the center of commerce and ignites consumer action for brands

- ▶ Retail sales are primarily made in-store, accounting for over 80% of total sales, with some major categories like auto, food and home improvement much higher than that
- ▶ Cinema is at the heartbeat of commerce because it lives in close proximity to thousands of retail stores, QSRs, shopping centers, department stores and 'Big Box' retail in cities and towns across America
- ▶ Moviegoers are 'savvy shoppers' and 'super spenders,' making cinema an emotionally engaging platform for marketers to reach valuable consumers in motion
- ▶ Cinema turns motion and emotion into action due to the intersection of its highly desirable audience, its high-impact advertising opportunities in a captive environment and its proximity to commerce
- ▶ A constant pipeline of high-profile theatrical releases provides marketers with year-round advertising opportunities 'close to purchase' in key commerce areas

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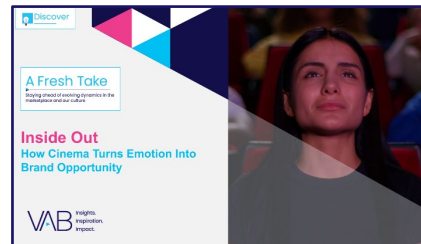
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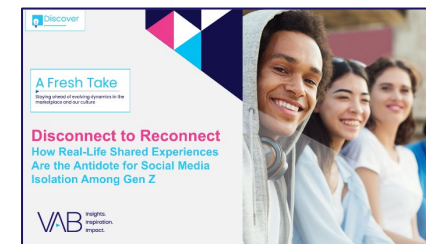
**Inside Out**  
How Cinema Turns Emotion  
Into Brand Opportunity



**Fandom in Focus**  
How Cinema Will Captivate Passionate  
Audiences in 2026



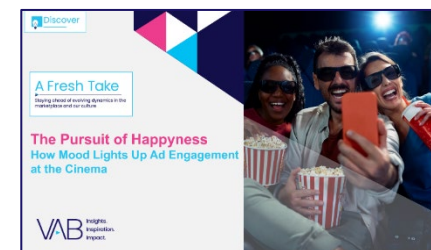
**Show Me the Money**  
Highlighting the Value of Moviegoers  
Across 20 Major Categories



**Disconnect to Reconnect**  
How Real-Life Shared Experiences Are the  
Antidote for Social Media Isolation Among Gen Z



**Reel Talk**  
20 Trends Exploring the Resurgence &  
Heightened Value of Cinema



**The Pursuit of Happiness**  
How Mood Lights Up  
Ad Engagement at the Cinema

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