

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The movie theater industry is facing threats from all sides, with studios trying to shrink the exhibition window, consumers increasingly staying at home for their entertainment, and a new generation of moviegoers who expect entertainment content to be customizable and on-demand.”

– Dana Spencer, Research Analyst – Lifestyles, Travel and Leisure

This report looks at the following areas:

- How high can ticket prices go?
- Why should viewers go to the movies when they are already paying for multiple video subscriptions at home?
- Will new media channels erode movies' core demographic?

Many Americans devote the majority of their leisure time to on-screen entertainment. They are drawn to movies and want to see blockbuster hits, but where they go to do so is of little significance beyond the price of tickets and movie theaters' proximity to their homes or work. Exhibitors face an ongoing challenge to make their facilities stand out in the crowd and show they can offer patrons something other movie theater chains cannot. At a more basic level, movie theaters are competing with the dizzying array of small-screen entertainment options available to consumers.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

The market

Sluggish growth expected to continue

Figure 1: Total US retail sales and fan chart forecast of movie theaters, at current prices, 2009-19

Market drivers

Buzz and exclusivity drive viewers into theaters

Movies still present an affordable night out

Figure 2: Average movie ticket cost, at current prices, 2009-14

Home theater equipment (and content?) approach cinema quality

Leading companies

The consumer

Pool of moviegoers shrinking

Figure 3: Past six month movie visitation, by gender and age, August 2014

More people prefer watching movies at home; cost is a top barrier

Figure 4: Venue preference to watch movies, August 2014

Figure 5: Barriers to more frequent movie attendance, August 2014

Frequent moviegoers important to the bottom line

Figure 6: Services worth a price premium, by all and frequent moviegoers, August 2014

Moviegoers are eager for more premium services

Figure 7: Average amount willing to pay for premium service (excluding zeros), August 2014

What we think

Issues and Insights

How high can ticket prices go?

The issues:

The implications:

Why should viewers go to the movies when they are already paying for multiple video subscriptions at home?

The issues:

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications

Will new media channels erode movies' core demographic?

The issues:

The implications:

Trend Application

Trend: Sense of the Intense

Trend: Old Gold

Mintel Futures: Access Anything Anywhere

Market Size and Forecast

Key points

Total movie theater revenues stagnant

Figure 8: Total US movie theater revenues and forecast, at current prices, 2009-19

Figure 9: Total US sales of movie sales and rentals, at inflation-adjusted prices, 2009-19

Fan chart forecast

Figure 10: Total US retail sales and fan chart forecast of movie theaters, at current prices, 2009-19

Segment Performance Overview

Key points

Admissions driving revenue growth for theaters

Figure 11: Total US movie theater revenues, at current prices, by segment, 2012-14

Segment Performance – Box Office Admissions

Key points

Declining attendance to limit admissions growth

Figure 12: Total US retail sales and forecast of box office admissions, at current prices, 2009-19

Figure 13: Total US sales of movie sales and rentals, at inflation-adjusted prices, 2009-19

Segment Performance – Concessions

Key points

Concession sales grow despite attendance declines

Figure 14: Total US retail sales and forecast of concessions, at current prices, 2009-19

Figure 15: Total US sales of concessions, at inflation-adjusted prices, 2009-19

Segment Performance – Advertising

Key points

Advertising now a mature market

Figure 16: Total US retail sales and forecast of advertising, at current prices, 2009-19

Figure 17: Total US sales of advertising, at inflation-adjusted prices, 2009-19

Market Drivers

Key points

Buzz and exclusivity

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Changes to release window crimp exclusivity

Key analysis: The potential of independent production

A night out

Figure 18: Average movie ticket cost, at current prices, 2009-14

Figure 19: Average movie ticket cost, at inflation-adjusted prices, 2009-14

3D loses pop

Figure 20: Preference for 3D, April 2010-June 2014

Competitive Context

Key points

The home video challenge

Face off with 2K, 4K, and 8K

Best seats in the house

Golden age makes TV content competitive

One month of Netflix = a single movie ticket

Key analysis: Future of home video and theatrical release intertwined

Figure 21: Barriers to more frequent movie attendance, by visitation frequency, August 2014

Leading Companies

Key points

AMC loses share but increases profits

Regal retains top market share

AMC leads in growth of revenues per screen

Cinemark gains share through acquisitions

Carmike sees whopping 34.5% two-year growth

Figure 22: US box office revenues, by theater exhibitor, 2011 and 2013

Regal casts a wide net; AMC sticks to most profitable markets

Figure 23: Selected statistics for major US theater exhibitors, 2013, as ex

Innovations and Innovators

The living room comes to the multiplex

Reserved seating: soon to be a "prerequisite"?

Dine-in theaters

AMC covers its bases with a range of dining concepts

Other exhibitors start small with dine-in theaters

Marketing Strategies

Overview

Loyalty programs

Social media and online presence

Mobile apps

Other promotions and special events

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Attendance

Key points

Smaller audience begets changes in strategies

Key analysis: TV and home video in leadership roles

Figure 24: Past six month movie attendance, May 2006-June 2014

Moviegoing most common among parents and 18-34s

Key analysis: Taking a second look at over-45s

Figure 25: Past six month movie visitation, by demographics, August 2014

Evidence of elasticity in attendance record

Figure 26: Past six month movie visitation, by household income, August 2014

Figure 27: Barriers to more frequent movie attendance, by venue preference, August 2014

One in four moviegoers attend at least monthly

Figure 28: Past six month movie visitation, August 2014

Highest attendance seen among 25-34s and young men 18-34

Figure 29: Past six month movie visitation, by demographics, August 2014

Women feeling the pinch of ticket costs

Figure 30: Barriers to more frequent movie attendance, by gender and age, August 2014

Teen Moviegoing

Key points

Moviegoing less important to today's teens

Figure 31: Teens' spending money, January 2007-December 2013

Figure 32: Teens' attitudes toward TV and the movies, January 2007-December 2013

Figure 33: Teens' attitudes toward TV and the movies, by gender and age, November 2012-December 2013

Preference for Viewing Location

Key points

Home edging out movie theaters as preferred viewing location

Figure 34: Venue preference to watch movies, August 2014

Women more selective about which movies they see in the theater

Figure 35: Venue preference to watch movies, by demographics, August 2014

Desired Theater Attributes – Viewing Experience

Key points

Price top reason to choose a less convenient movie theater

Figure 36: Reasons to choose a less convenient movie theater, August 2014

Men 18-34 most likely to value sound and picture quality

Figure 37: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by gender and age, August 2014

More high-income moviegoers choose a better viewing experience

Figure 38: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by household income, August 2014

Desired Theater Attributes – Environment, Convenience

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Women 55+ value cleaner theaters

Figure 39: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by gender and age, August 2014

People of all incomes seek a better theater environment

Figure 40: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by household income, August 2014

Desired Theater Attributes – Concessions

Key points

Young adults enthusiastic about dine-in theaters

Figure 41: Reasons to choose a less convenient theater – Concessions (have gone or would go), by age, August 2014

Better concessions options could succeed at all price ranges

Figure 42: Reasons to choose a less convenient theater – Concessions (have gone or would go), by household income, August 2014

Desired Attributes – Prices

Key points

Bargain tickets could drive more frequent moviegoing among women

Figure 43: Reasons to choose a less convenient theater – Prices (have gone or would go), by gender and age, August 2014

Loyalty programs have missed opportunity with lower-income moviegoers

Figure 44: Reasons to choose a less convenient theater – Prices (have gone or would go), by household income, August 2014

Services Worth Paying a Premium

Key points

Better seating worth a premium for most moviegoers

Figure 45: Services worth a price premium, August 2014

Men 18-34 best market for premium-priced features

Figure 46: Services worth a price premium, by gender and age, August 2014

Can 4D be the next 3D?

Figure 47: Services worth a price premium – Average (excluding zero's), by gender and age, August 2014

Impact of Race/Hispanic Origin

Key points

Hispanics most likely to be moviegoers

Figure 48: Past six month movie visitation, by race and Hispanic origin August 2014

Asian and Hispanic moviegoers see 25% more movies than average

Figure 49: Past six month movie visitation, by demographics, August 2014

Blacks and Hispanics willing to pay more

Figure 50: Services worth a price premium, by race/Hispanic origin, August 2014

Hispanics head for theaters with lower costs

Figure 51: Reasons to choose a less convenient theater – Prices (have gone or would go), by race/Hispanic origin, August 2014

Custom Consumer – The Frequent Attendee

Key points

Frequent attendees see value in premium offerings

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 52: Services worth a price premium, by visitation frequency, August 2014

Frequent attendees more willing to go out of their way

Figure 53: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by visitation frequency, August 2014

Figure 54: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by visitation frequency, August 2014

Figure 55: Reasons to choose a less convenient theater – Concessions (have gone or would go), by visitation frequency, August 2014

Figure 56: Reasons to choose a less convenient theater – Prices (have gone or would go), by visitation frequency, August 2014

Appendix – Other Useful Consumer Tables

Movie theaters visited

Figure 57: Movie theaters visited, April 2013-June 2014

Desired theater attributes: Viewing experience

Figure 58: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by gender, August 2014

Figure 59: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by age, August 2014

Figure 60: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by race/Hispanic origin, August 2014

Figure 61: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by venue preference, August 2014

Figure 62: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by would pay extra for something, August 2014

Figure 63: Reasons to choose a less convenient theater – Viewing experience (have gone or would go), by viewing experience-have gone, August 2014

Desired theater attributes: Environment and convenience

Figure 64: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by gender, August 2014

Figure 65: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by age, August 2014

Figure 66: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by race/Hispanic origin, August 2014

Figure 67: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by venue preference, August 2014

Figure 68: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by would pay extra for something, August 2014

Figure 69: Reasons to choose a less convenient theater – Environment and convenience (have gone or would go), by viewing experience-have gone, August 2014

Desired theater attributes: Concessions

Figure 70: Reasons to choose a less convenient theater – Concessions (have gone or would go), by gender, August 2014

Figure 71: Reasons to choose a less convenient theater – Concessions (have gone or would go), by age, August 2014

Figure 72: Reasons to choose a less convenient theater – Concessions (have gone or would go), by gender and age, August 2014

Figure 73: Reasons to choose a less convenient theater – Concessions (have gone or would go), by race/Hispanic origin, August 2014

Figure 74: Reasons to choose a less convenient theater – Concessions (have gone or would go), by venue preference, August 2014

Figure 75: Reasons to choose a less convenient theater – Concessions (have gone or would go), by would pay extra for something, August 2014

Figure 76: Reasons to choose a less convenient theater – Concessions (have gone or would go), by viewing experience-have gone, August 2014

Desired theater attributes: Prices

Figure 77: Reasons to choose a less convenient theater – Prices (have gone or would go), by gender, August 2014

Figure 78: Reasons to choose a less convenient theater – Prices (have gone or would go), by age, August 2014

Figure 79: Reasons to choose a less convenient theater – Prices (have gone or would go), by venue preference, August 2014

Figure 80: Reasons to choose a less convenient theater – Prices (have gone or would go), by would pay extra for something, August 2014

Figure 81: Reasons to choose a less convenient theater – Prices (have gone or would go), by viewing experience-have gone, August 2014

Desired theater attributes: Convenience

Figure 82: Reasons to choose a less convenient theater – Convenience (have gone or would go), by gender, August 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Movie Theaters - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 83: Reasons to choose a less convenient theater – Convenience (have gone or would go), by age, August 2014

Figure 84: Reasons to choose a less convenient theater – Convenience (have gone or would go), by venue preference, August 2014

Figure 85: Reasons to choose a less convenient theater – Convenience (have gone or would go), by would pay extra for something, August 2014

Figure 86: Reasons to choose a less convenient theater – Convenience (have gone or would go), by viewing experience-have gone, August 2014

Services worth a price premium

Figure 87: Services worth a price premium, August 2014

Figure 88: Services worth a price premium, August 2014

Figure 89: Services worth a price premium, by gender, August 2014

Figure 90: Services worth a price premium, by age, August 2014

Figure 91: Services worth a price premium, by household income, August 2014

Figure 92: Services worth a price premium, by venue preference, August 2014

Figure 93: Services worth a price premium, by would pay extra for something, August 2014

Figure 94: Services worth a price premium, by viewing experience-have gone, August 2014

Figure 95: Services worth a price premium – Average (excluding zero's), by gender, August 2014

Figure 96: Services worth a price premium – Average (excluding zero's), by race/Hispanic origin, August 2014

Figure 97: Services worth a price premium – Average (excluding zero's), by venue preference, August 2014

Figure 98: Services worth a price premium – Average (excluding zero's), by viewing experience-have gone, August 2014

Barriers to more frequent movie attendance

Figure 99: Barriers to more frequent movie attendance, by gender, August 2014

Figure 100: Barriers to more frequent movie attendance, by age, August 2014

Figure 101: Barriers to more frequent movie attendance, by household income, August 2014

Figure 102: Barriers to more frequent movie attendance, by race/Hispanic origin, August 2014

Figure 103: Barriers to more frequent movie attendance, by venue preference, August 2014

Figure 104: Barriers to more frequent movie attendance, by would pay extra for something, August 2014

Figure 105: Barriers to more frequent movie attendance, by viewing experience-have gone, August 2014

Preferences for movie type

Figure 106: Type of movie usually seen, May 2006-June 2014

Figure 107: Type of movie usually seen, by I am a regular movie theater goer, April 2013-June 2014

Figure 108: Type of movie usually seen, by race/Hispanic origin, April 2013-June 2014

Figure 109: Timing for seeing a new movie, May 2006-June 2014

Figure 110: Timing for seeing a new movie, by demographics, April 2013-June 2014

Figure 111: Preference for 3D, April 2010-June 2014

Figure 112: Preference for 3D, by demographics, April 2013-June 2014

Appendix – Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com