

## Cinemas - UK - December 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The UK cinema industry looks set to enjoy another bumper year on the back of record-breaking returns in the summer months for admissions at the box office. Wider revenues from retail spend per head look set to grow, as exhibitors upgrade their portfolio of sites to enhance retail offerings and make the cinema a destination experience.”

- **Joe Birch, Consumer Technology Analyst**

This report looks at the following areas:

- Promoting solo visits to the cinema can cater to an individual’s desire for escapism
- Chain cinemas should further embrace their ‘blockbuster’ role

2019 looks set to be another buoyant year in terms of admissions to UK cinemas and revenue generated. The ongoing success of the cinema is in part driven by a strong programme of content, which led to a record-breaking summer period for cinemas in 2019.

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

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Promoting solo visits to the cinema can cater to an individual's desire for escapism

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The facts

The implications

Chain cinemas should further embrace their 'blockbuster' role

The facts

The implications

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Market value grows due to increased retail spend per head

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Cineworld focuses on premiumisation and technology to drive growth  
 Everyman eyes key stakeholder role on high streets  
 Vue aims to maximise revenue with enhanced retail offering  
 Odeon upgrades cinemas with more 'luxe' 4D and IMAX formats

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