

Movie Theaters - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Despite competition from new media, there is consistent interest in movie theaters. Investments in premium formats, foodservice offerings, and loyalty programs match shifting consumer expectations for the movie theater experience. Avid moviegoers are the most likely to adopt these changing norms, as casual moviegoers are cemented in traditional perceptions of theaters."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Grabbing the average moviegoer
- Factoring in concessions
- Competing with new media
- Utilizing movie theater subscriptions

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DID YOU KNOW?

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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