

## Movie Theaters - US - December 2019

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

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



"The moviegoing audience is stable but continues to be bombarded with increased competition in the entertainment space. Widely available and inexpensive in-home streaming services have lowered consumers' expectations of what seeing a movie should cost."

**- John Poelking, Leisure & Media Analyst**

This report looks at the following areas:

- Moviegoers find less value in a visit
- Consumers still seeking quality concessions
- Comfy seating keeps crowds content
- Relying on users and original ideas to create conversation

Investments in concessions, comfortable seating and new pricing models will only go so far to support the movie theater markets, as quality movies still need to flood multiplexes in order to make the experience worthwhile for the average consumer.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto: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 - December 2019

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

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

## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

Market overview  
Figure 1: Total US sales and fan chart forecast of movie theater revenue, at current prices, 2014-24

Top takeaways  
Key consumer trends  
Moviegoers find less value in a visit  
Figure 2: Price Sensitivity – Optimal price, September 2019

Consumers still seeking quality concessions  
Figure 3: Movie theater concessions purchased, September 2019

Comfy seating keeps crowds content  
Figure 4: Improvements to movie theaters, September 2019

Relying on users and original ideas to create conversation  
Figure 5: Attitudes toward movies and reviews, September 2019

What it means

### The Market – What You Need to Know

Revenue forecast for steady growth in coming years  
Box office fluctuates but concessions show strong growth  
Cultural shifts impact movie theater performance  
Competition at home can make movie theaters an expensive endeavor

### Market Size and Forecast

Movie theater revenue estimated for mild growth  
Figure 6: Total US sales and fan chart forecast of movie theater revenue, at current prices, 2014-24  
Figure 7: Total US sales and forecast of market, at current prices, 2014-24

### Market Breakdown

Box office continues to drive movie theater revenue  
Figure 8: Movie theater revenue, by segment, 2019

Box office  
Figure 9: Total US sales and fan chart forecast of box office revenue, at current prices, 2014-24  
Figure 10: Total US sales and fan chart forecast of box office revenue, at current prices, 2014-24

Concessions  
Figure 11: Total US sales and fan chart forecast of movie theater concessions revenue, at current prices, 2014-24  
Figure 12: Total US sales and fan chart forecast of movie theater concessions revenue, at current prices, 2014-24

Advertising

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](https://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Movie Theaters - US - December 2019

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

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

Figure 13: Total US sales and fan chart forecast of movie theater advertising revenue, at current prices, 2014-24

Figure 14: Total US sales and fan chart forecast of movie theater advertising revenue, at current prices, 2014-24

## The Movie Industry

Action dominates movie genres

Figure 15: Genres of movies seen, September 2019

3D starting to lose its novelty

Figure 16: 3D viewing, 2015-19

International influence making its mark on US market

Disney makes up lion's share of market

Average ticket price hitting record highs

Figure 17: Average movie ticket price, 2009-19

Calls for inclusivity affecting content output

## Market Perspective

The streaming wars and what they mean for theaters

Figure 18: Awareness and interest in emerging streaming services, June 2019

Family entertainment budgets are shifting amidst new digital age

Figure 19: Price ranges of family entertainment budgets, 2016 vs 2019

Visiting a theater is a comfortable way to spend a night out

Figure 20: Preference of out-of-home leisure activities, August 2019

## Key Players – What You Need to Know

Three chains crowd the market

Finding new ways to engage the same audience

Shooting for the moon but getting stuck in the past

New models impacting theater landscape

## Movie Theater Chains

Three chains visited by three quarters of moviegoers

AMC

Regal

Cinemark

The rest

Figure 21: Theater chain visited most frequently, by share of moviegoers, September 2019

Age shows differentiation in brand preferences

Figure 22: Theater chain visited most frequently, by age, September 2019

Regional access heavily impacts theater chain visits

Figure 23: Theater chain visited most frequently, by region, September 2019

## What's Working

Theaters take the subscription game on themselves

Horror presents value for moviegoers, studios

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](https://store.mintel.com)

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

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Movie Theaters - US - December 2019

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

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

Dynamic ad offerings before movies

## What's Struggling

Hard times for small theaters

Third-party subscriptions couldn't find footing

Luxury chains struggle in value-driven market

A cool summer at the box office

Technology didn't catch up for film releases

## What to Watch

Variable pricing helps find value in any genre

Advertising to affluent moviegoers

Political climate impacting releases

How theaters respond to Netflix's theatrical ambitions

Extending influence beyond the big screen

## The Consumer – What You Need to Know

A stable share of moviegoers

Growing concessions as part of a night out

Movie theaters winning overall, but at-home preferences highlight opportunities

Comfort, pricing crucial to improving movie theaters

Opportunities to reach horror and romance fans

Moviegoers seeing less value in a theater experience

Investing in moviegoers and the quality of movies

## Movie Theater Attendance and Frequency

Most adults still go to the movies

Figure 24: Most recent movie theater visit, September 2019

Frequency of attendance has not changed

Figure 25: Frequency of movie theater visits, September 2019

Cinemark patrons frequent the theater

Figure 26: Frequency of movie theater visits, by preferred theater chain, September 2019

## Concessions and Dining

Theaters compete on experience, not on food quality

Figure 27: Home vs theater – Food preferences, September 2019

Tried and true concessions remain moviegoing favorites

Figure 28: Movie theater concessions purchased, September 2019

Younger generations more experimental with food options

Figure 29: Movie theater concessions purchased, by generation, September 2019

AMC, Cinemark patrons want more than just popcorn

Figure 30: Movie theater concessions purchased, by preferred theater chain, September 2019

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

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

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Movie Theaters - US - December 2019

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

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

## Movie Theaters vs Home Entertainment

Winning on overall experience, losing on the specifics

Figure 31: Home vs theater – Movie experience, September 2019

A nice night out without kids

Figure 32: Home vs theater – Social experience, September 2019

Holding out for the heroes

Figure 33: Home vs theater – Genres, September 2019

## Movie Theater Improvements

Comfort beats reservations for seating

Figure 34: Improvements to movie theaters – Seating, September 2019

Pricing can be improved for loyal patrons

Figure 35: Improvements to movie theaters – Pricing and loyalty, September 2019

Quality of existing services might already be high

Figure 36: Improvements to movie theaters – Quality, September 2019

Value comes in different forms depending on theater chain

Figure 37: Improvements to movie theaters, by preferred theater chain, September 2019

## Where to Reach Genre Enthusiasts

Young horror fans looking to the future

Figure 38: Mobile sites visited by all moviegoers vs horror moviegoers, October 2017-November 2018

Love is love is love is love is also buying a gym membership

Figure 39: Mobile sites visited by all moviegoers vs romance moviegoers, October 2017-November 2018

## Ideal Price of a Movie Theater Visit

Optimal price of a theater visit is \$14

Figure 40: Price Sensitivity – Optimal price, September 2019

Anything more than \$20 can be too expensive

Figure 41: Price Sensitivity – Threshold prices, September 2019

## Attitudes toward Movies and Movie Theaters

Subscription services will drive growth in movie theaters

Figure 42: Attitudes toward movie theater loyalty, September 2019

Seeing good movies as soon as possible

Figure 43: Attitudes toward movie quality and reviews, September 2019

Supporting original ideas from trusted creators

Figure 44: Attitudes toward creators and original movies, September 2019

Moviegoers are coming early and prepared

Figure 45: Attitudes toward pre-movie entertainment, September 2019

## Appendix – Data Sources and Abbreviations

Data sources

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

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

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Movie Theaters - US - December 2019

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

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

Sales data  
Fan chart forecast  
Consumer survey data  
Behavioral data  
Abbreviations and terms  
Abbreviations  
Terms

### Appendix – The Market

Figure 46: Total US sales and forecast of movie theater revenue, at inflation-adjusted prices, 2014-24  
Figure 47: Total US sales and forecast of box office revenue, at inflation-adjusted prices, 2014-24  
Figure 48: Total US sales and forecast of movie theater concessions revenue, at inflation-adjusted prices, 2014-24  
Figure 49: Total US sales and forecast of movie theater advertising revenue, at inflation-adjusted prices, 2014-24

### Appendix – Price Sensitivity Analysis

Methodology  
Figure 50: Price Sensitivity – Price Sensitivity aggregate table, September 2019  
Figure 51: Price Sensitivity – Price Sensitivity aggregate table, September 2019

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](https://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)