

# Cinemas - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the cinema market
- Market size and forecast of the cinema market
- Innovations of companies operating in the cinema market and market factors affecting cinemas' wider growth opportunities
- The frequency of cinema visiting, the genres of films watched, and consumer attitudes towards attending the cinema
- The number of streaming services consumers subscribe to and how this affects cinema audiences
- Brand Research of operators in the cinema market.

The more video streaming services someone subscribes to, the more likely they are to visit the cinema. 36% of those who only subscribe to one streaming service have been to the cinema in the last 12 months, however this rises to 48% of those with two services, 64% with three and 76% of those with four, compared with 38% of all consumers who have been. It suggests that far from being cinema's principal threat, super streamers are also avid cinema fans.

Nearly six in 10 consumers say COVID-19 has made them feel anxious about visiting cinemas, but there is little difference between those who have actually been to the cinema and those that haven't. Omicron's emergence in 2021 means cinemas will have to reintroduce COVID-19 safety measures.

Despite phenomenal visitor numbers for films such as *Spider-Man: No Way Home* and James Bond's *No Time to Die*, audiences have been significantly down in 2021 compared to pre-pandemic levels, suggesting that despite individual success stories, cinemas still have a way to go to get back to normal trading conditions.

Nearly six in 10 consumers say they would be happy to watch a film at the cinema on their own, though this rises to 88% of cinema visitors who consider their financial situation as 'healthy'. It suggests that exhibitors could be well



"Cinemas have experienced both highs and lows during 2021, with the phenomenal success of blockbusters masking more muted performance across the year, as audiences remain tentative about returning regularly. Omicron's impact is likely to further temper audiences' enthusiasm for returning, meaning safety measures will continue to be important."

– Joe Birch, Consumer Technology Analyst

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placed to diversify occasions and cater to individual cinema-going opportunities, such as dedicated screenings, purpose-built single seating and off-peak discounts targeting this audience.

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