

Cinemas - UK - 2022

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Market size and forecast of the cinema market.
- Market factors affecting cinemas' wider growth opportunities.
- Innovations of companies operating in the cinema market.
- The frequency of cinema visiting and genres of films watched.
- Cinema booking habits and food and drink purchased.
- Cinema behaviour and interest in different types of screenings.

The ongoing recovery from the pandemic has so far been slow and difficult for the cinema market, with admissions still well below pre-pandemic levels. However, 55% visited the cinema in the year to October 2022, showing there remains a widespread appetite for the leisure activity. With a stronger upcoming slate of films visiting rates will continue to rise despite the increasingly challenging economic situation.

The cost-of-living crisis is hindering market recovery, limiting willingness to go to the cinema or make retail purchases. However, cinemas have performed well in previous difficult economic periods, indicating that the escapist value of the cinema experience can still encourage visitation even when people's funds are more limited.

The popularity of video streaming services and the number of new services launched in recent years are other factors creating a challenging environment for cinemas. The pandemic also drove changes to film releases and reduced theatrical windows. However, there are also indications that the increased competition within the streaming market could encourage major services (eg Netflix and Amazon) to give more priority to theatrical releases.

Outside of exclusive releases the primary selling point of the cinema is the different experience it provides to watching at home. The experience people are after varies though from person to person and film to film. Cinemas need to provide greater diversity of experiences to attract a broad audience. For



"Recovery for the cinema market has so far been slow, with a weak slate of films in 2022 and the cost-of-living crisis making it more challenging to get people back through the door. In the longer term, further differentiation of the cinema experience, such as the introduction of more social media-friendly or themed screenings, will be important to maintain broad appeal."

– Rebecca McGrath,

Associate Director for Media and Technology

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example, this could include having social media-friendly screenings that encourage posting reaction videos or themed dress-up events that tap into fandom culture.



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- Executive Summary
- Full Report PDF
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