

Movie Theaters - US - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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



Movie theaters face stiff competition from other content providers for consumers' leisure time and dollars. However, total movie theater revenues are estimated to reach \$17.2 billion in 2017, representing a 23.1% increase from 2012-17. As ticket prices rise and theater menus expand, Mintel forecasts total movie theater revenues will grow 18.4% over the next five years to reach \$20.4 billion in 2022.

This report looks at the following areas:

- Streaming options combat high ticket prices
- Sequel fatigue changes movie landscape
- Disconnect between desires and reality
- US theater performance may not be necessary to studio success

Despite a consistent narrative describing the death of movie theaters, increasing ticket prices and a dedicated core of moviegoers have contributed to slow growth in movie theater revenue. Mintel estimates that total movie theater revenues will reach \$17.2 billion in 2017, representing a 23.1% increase from 2012-17. Attendance has faltered in recent years as people are watching movies outside of theaters. For continued growth, theaters need to justify the value of the out-of-home experience through premium formats and new concessions offerings.

**BUY THIS
REPORT NOW**

VISIT:
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

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 - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Overview

The issues

Streaming options combat high ticket prices

Figure 1: Average movie ticket price and annual US and Canada admissions, 2008-17

Sequel fatigue changes movie landscape

Disconnect between desires and reality

Figure 2: When moviegoers see movies, January 2016-March 2017

US theater performance may not be necessary to studio success

The opportunities

Nearly universal satisfaction with movie theaters

Figure 3: Satisfaction with movie theater features, July 2017

Expanding menus open up concessions potential

Figure 4: US movie theater revenue change – By segment, at current prices, 2012-17 and 2017-22

Reviews influential to success

Figure 5: Movie considerations – Any reviews, by key demographics, July 2017

Hispanic market opening doors

Figure 6: Population by Hispanic origin, 2012-22

Younger moviegoers seeking more

Figure 7: Movie theater purchases, by age, July 2017

What it means

The Market – What You Need to Know

Slow growth for movie theater revenue

Box office struggling, concessions promising

Other content providers competing with theaters

Changing market disconnected from consumer desires

Market Size and Forecast

Steady growth forecasted despite issues

Figure 8: Total US movie theaters revenue and forecast, at current prices, 2011-21

Figure 9: Total US movie theaters revenue and forecast, at current prices, 2012-22

Market Breakdown

Box office admissions have the greatest impact

Figure 10: Total US movie theater revenues, by share of segment, 2017

**BUY THIS
REPORT NOW**

VISIT: 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

Movie Theaters - US - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Rough summer stunts box office growth

Figure 11: Total US movie theater box office revenue and forecast, at current prices, 2012-22

New concessions show promise

Figure 12: Total US movie theater concessions revenue and forecast, at current prices, 2012-22

Advertising revenue brings steady growth

Figure 13: Total US movie theater advertising revenue and forecast, at current prices, 2012-22

Market Perspective

Prices rise as admissions stagnate

Figure 14: Average movie ticket price and annual US and Canada admissions, 2008-17

Easy to stream movies at home...

...and on the go

Television advertising lucrative, engaging

Gaming offers immersive entertainment

Market Factors

Teens, kids more likely to see movies

Share of kids seeing movies consistently high...

Figure 15: Adults, kids, and teens movie attendance, February 2007-May 2017

...but fewer households with children could hurt family films

Figure 16: Households, by presence of related children, 2006-16

Late viewing doesn't support shorter time in theaters

Figure 17: When moviegoers see movies, January 2016-March 2017

3D losing steam

Figure 18: Interest in 3D, February 2010-March 2017

Action tops preferred genres, and studios respond

Figure 19: Preferred movie genres, January 2016-March 2017

Sequel fatigue limiting big blockbusters

Figure 20: Top grossing films in the United States, 2016-17

Hispanic growth could open movie market

Figure 21: Population by Hispanic origin, 2012-22

Key Players – What You Need to Know

Major theater chains expanding

Comfortable spaces appeal

Easy access to content makes it difficult to justify theater trip

Making money in new ways

Leading Movie Theater Chains

Acquisitions, expansions propel AMC Theaters

Figure 22: Number of locations owned by movie theater chains, 2012-16

Figure 23: Total annual revenue of movie theater chains, 2012-16

**BUY THIS
REPORT NOW**

VISIT: 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

Movie Theaters - US - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

What's Working?

- A luxurious night at the movies
- The comforts of home
- Expanding the menu
- Preselection of seats ensures quality experience
- Some movies no longer "critic proof"
- Open doors to movies everyone can enjoy
- Premium formats maintain movie magic
- Exclusive engagements bring in atypical moviegoer

What's Struggling?

- Competing with online quality, accessibility
- Instant access to movies in theaters
- Streaming service syndrome
- Hackers leak exclusive content
- Shhh, no spoilers!
- Short runs place emphasis on opening weekend
- Movie theater "death" narrative on repeat

What's Next?

- Movie theater subscriptions moving forward despite backlash
- Asian market influencing content
- Putting greater emphasis on other revenue streams
- Creating immersive film experiences
- IMAX uses VR to suck people in
- Moving into the fourth dimension
- Moviegoers might choose their own adventures
- Apps to make movie experience more comfortable

The Consumer – What You Need to Know

- Core moviegoing base ensures growth
- Trailers, reviews important do decision making
- Traditional movie snacks still dominate
- Theater loyalty firmly established
- Prices deter non-moviegoers
- Moviegoers highly satisfied
- Out with the old, in with the new
- Moviegoers make the most out of theaters
- Don't ruin the movie
- Moviegoer segments reveal key targets

Movie Theater Attendance

**BUY THIS
REPORT NOW**

VISIT: 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

Movie Theaters - US - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Four in 10 adults have seen movies in the last month

Figure 24: Movie theater attendance, July 2017

Visiting less than once a month common

Figure 25: Frequency of movie theater attendance, January 2016-March 2017

Young men go the most frequently

Figure 26: Movie theater attendance, by gender and age, July 2017

Parents bringing the kids

Figure 27: Movie theater attendance, by parental status, July 2017

Hispanics make it to the movies

Figure 28: Movie theater attendance, by Hispanic origin, July 2017

Movie Considerations

Know what you're getting in to

Being prepared with showtimes, reviews

Teasing the full thing

Advanced booking used by some

Figure 29: Movie considerations, July 2017

Young women like to be prepared, men trust reviews

Figure 30: Movie considerations, by gender and age, July 2017

Parents ensure wholesome fun

Figure 31: Movie considerations, by parental status, July 2017

Black moviegoers enjoy trailers

Figure 32: Movie considerations – Watched trailer, by race and Hispanic origin, July 2017

Movie Theater Purchases

Tried and true snacks popular

Figure 33: Movie theater purchases, July 2017

Younger adults have a sweet tooth

Figure 34: Movie theater purchases, by age, July 2017

Parents with two kids treat

Figure 35: Movie theater purchases, by number of children under 18 in household, July 2017

Older women non-spenders

Figure 36: Movie theater non-purchasers, by key demographics, July 2017

Reasons to Visit Movie Theaters

Proximity, loyalty drive theater choices

Figure 37: Reasons to visit movie theaters, July 2017

Older adults want reliability, younger seek value

Figure 38: Reasons to visit movie theaters, by age, July 2017

Give parents the extras

Figure 39: Reasons to visit movie theaters – Select items, by parental status, July 2017

**BUY THIS
REPORT NOW**

VISIT: 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

Movie Theaters - US - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Value, format more important for Hispanics

Figure 40: Reasons to visit movie theaters – Select items, by Hispanic origin, July 2017

Reasons to Avoid Movie Theaters

High ticket prices are greatest deterrent

Figure 41: Reasons to avoid movie theaters, July 2017

Quality, social priorities show between ages

Figure 42: Reasons to avoid movie theaters – Select items, by age, July 2017

Suburban residents need relevance, urbanites too busy

Figure 43: Reasons to avoid movie theaters – Select items, by area, July 2017

Satisfaction with Movie Theater Features

Cinephiles love their movie theaters

Movie quality, seating given high marks

Figure 44: Satisfaction with movie theater features, July 2017

Primary determinants for overall satisfaction align with highly rated features

Figure 45: Key drivers of overall satisfaction with preferred movie theater, July 2017

Younger adults enjoy the experience

Figure 46: Satisfaction with movie theater features – Select items, by age, July 2017

Hispanics satisfied with service, sweets

Figure 47: Satisfaction with movie theater features – Select items, by Hispanic origin, July 2017

Movie Decisions

New, original content exciting

Figure 48: Movie decisions, July 2017

Younger moviegoers more spontaneous, engaged

Figure 49: Movie decisions, by age, July 2017

Hispanics open to new experiences

Figure 50: Movie decisions, by Hispanic origin, July 2017

Attitudes toward Movie Theater Experiences

The joy of the cinema

Nine in 10 enjoy the theater experience

Half are willing to splurge for higher quality

Figure 51: Attitudes toward movie theater experiences, July 2017

Solo ventures, full meals less desirable

Figure 52: Attitudes toward movie theater preferences, July 2017

Young men splurge

Figure 53: Attitudes toward movie theater experiences – Select items, by gender and age, July 2017

Parents go all out on movie night

Figure 54: Attitudes toward movie theater experiences, by number of children under 18 in the household, July 2017

Issues with Movie Theaters

**BUY THIS
REPORT NOW**

VISIT: 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

Movie Theaters - US - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

No talking, no texting, fewer trailers

Figure 55: Issues with movie theaters, July 2017

Older moviegoers more content

Figure 56: Issues with movie theaters, by age, July 2017

The comforts of home keep parents away

Figure 57: Issues with movie theaters, by parental status, July 2017

Segments of Moviegoers

Factors

Figure 58: Moviegoer segments, July 2017

Sentimental Cinephiles (22%)

Demographics

Characteristics

Opportunities

Figure 59: Moviegoer segments – Sentimental Cinephiles, by demographics, July 2017

Film Fanatics (21%)

Demographics

Characteristics

Opportunities

Figure 60: Moviegoer segments – Film Fanatics, by demographics, July 2017

Eager Agreeables (20%)

Demographics

Characteristics

Opportunities

Figure 61: Moviegoer segments – Eager Agreeables, by demographics, July 2017

Social Selectives (20%)

Demographics

Characteristics

Opportunities

Figure 62: Moviegoer segments – Social Selectives, by demographics, July 2017

Bored Bystanders (17%)

Demographics

Characteristics

Opportunities

Figure 63: Moviegoer segments – Bored Bystanders, by demographics, July 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

**BUY THIS
REPORT NOW**

VISIT: 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

Movie Theaters - US - October 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Key Driver Analysis

Methodology

Interpretation of results

Figure 64: Correlation of movie theater features with satisfaction with overall movie experience– Key driver output, July 2017

Appendix – The Market

Figure 65: Total US movie theater revenues and forecast, at inflation-adjusted prices, 2012-22

Figure 66: Total US movie theater revenues and forecast, by segment, at current prices, 2012-22

**BUY THIS
REPORT NOW**

VISIT: 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