

Cinemas - UK - November 2013

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"With improved websites and smart phone apps that help consumers select films, there is even more scope for cinemas to assume the role of curator, helping consumers decide how best to allocate their cinema funds."

– Michael Oliver, Senior Leisure and Media Analyst

This report looks at the following areas:

- How can cinemas reduce their reliance on film distributors?
- How can operators capitalise on the technological advances in cinema?
- How can operators attract more spending on food and drink?
- How can cinemas diversify away from their core youth demographic?

Since Mintel last reported on this market in Cinemas – UK, June 2012, the industry has experienced a period of mixed fortunes. After a strong end to 2012, thanks to the much anticipated James Bond film, Skyfall, 2013 has proved to be a tougher year, with admissions deflated over the summer months and no guaranteed blockbuster to end the year on.

While consumer expenditure grew in 2012, growth remains slow and discerning cinema-goers are not prepared to spend money on extras such as 3D and food and drink unless they feel they are getting real value from it.

This report examines the current status of the market and looks at the major operators, as well as investigating consumer behaviour and attitudes, and assesses which improvements or innovations would appeal to cinema-goers.

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