Cinemas - UK - November 2016

Report Price: £1995.00 | $2431.91 | €2216.64

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

"The industry as a whole is looking in good stead to continue to grow as more and more innovation from technology and the independent sector keep movie goers keen to visit the cinema."
– Helen Fricker, Senior Leisure Analyst

This report looks at the following areas:

- **How can cinemas drive footfall?**
- **How can cinemas increase consumers' additional spend once there?**
- **How can cinemas use 3D to their advantage?**

Although a summer of sport did appear to impact consumer appetite to visit the cinema for the first half of the year, it looks set to end on a more positive note. Blockbusters in the form of Finding Dory, Bridget Jones's Baby, and The Girl On The Train saw the UK box office hit £1bn faster than any other year to date. This has meant that although admissions for the first six months of the year were down on 2015, an extremely strong Q3 has resulted in a 7.5% increase on the same period in 2015 (122.6m in 2015 versus 125.4m in 2016). Total admissions for 2015 reached 171.9m. This reflected the popularity of Star Wars: The Force Awakens, which broke box office records by accumulating £122m at the UK box office. So, as no film released so far this year has made half this amount, it is unlikely that 2016 will be able to repeat this achievement. Therefore, the predicted market value for the year is estimated to be £1.550 billion and is expected to reach £1.765 billion by 2021.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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