



Film Market Trends 2025

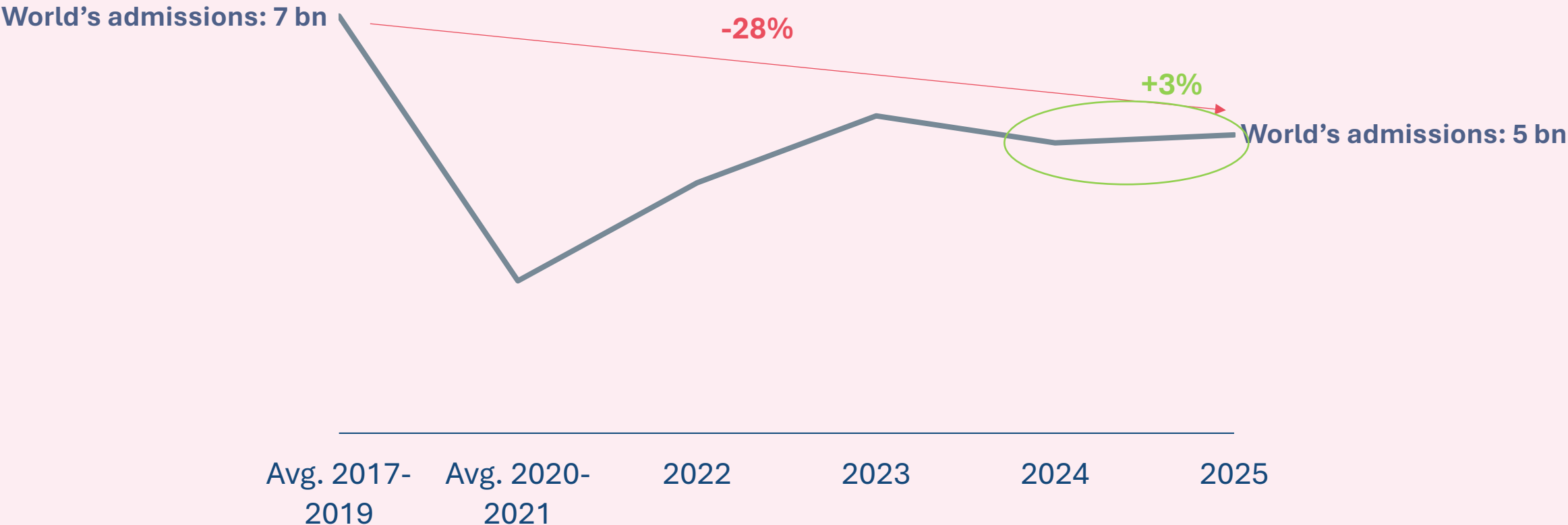
Europa Cinemas Exhibitors Meeting
Cannes 2026

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European Audiovisual Observatory

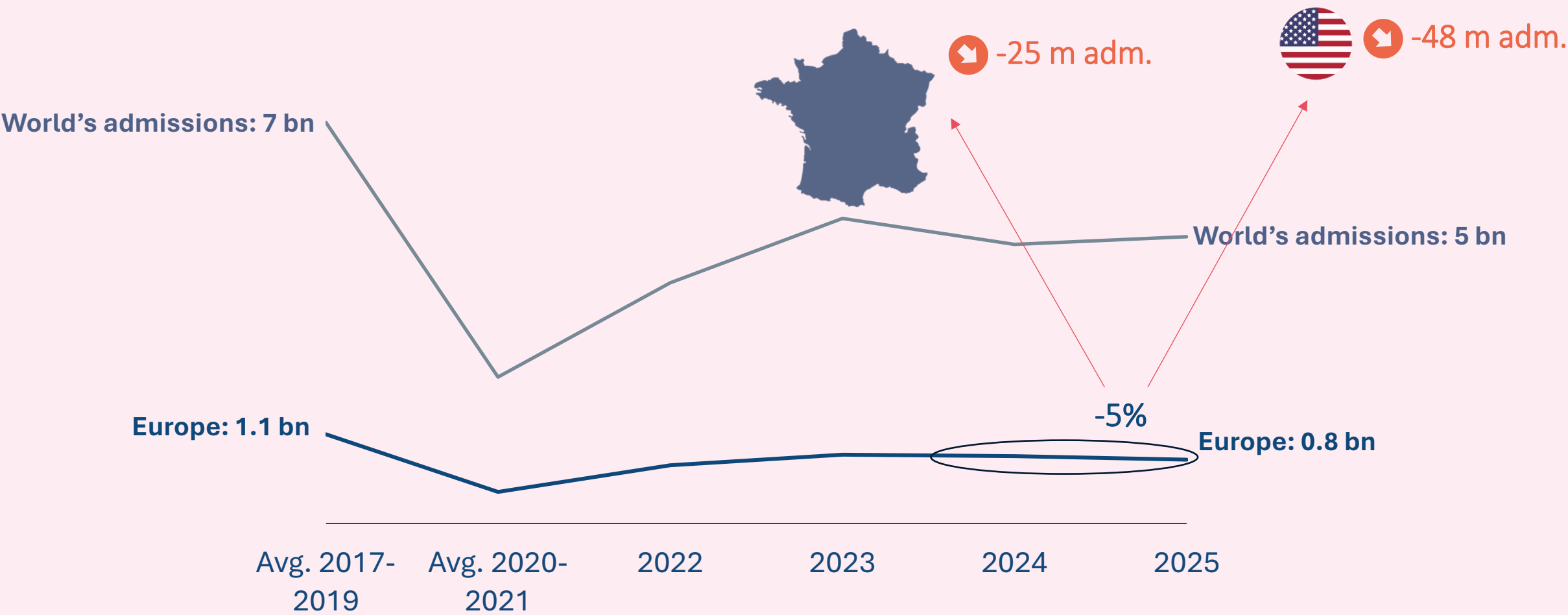
The background of the slide features a repeating pattern of horizontal, wavy lines in a light pink color, creating a textured, water-like effect.

01 How did Box Office develop in 2025?

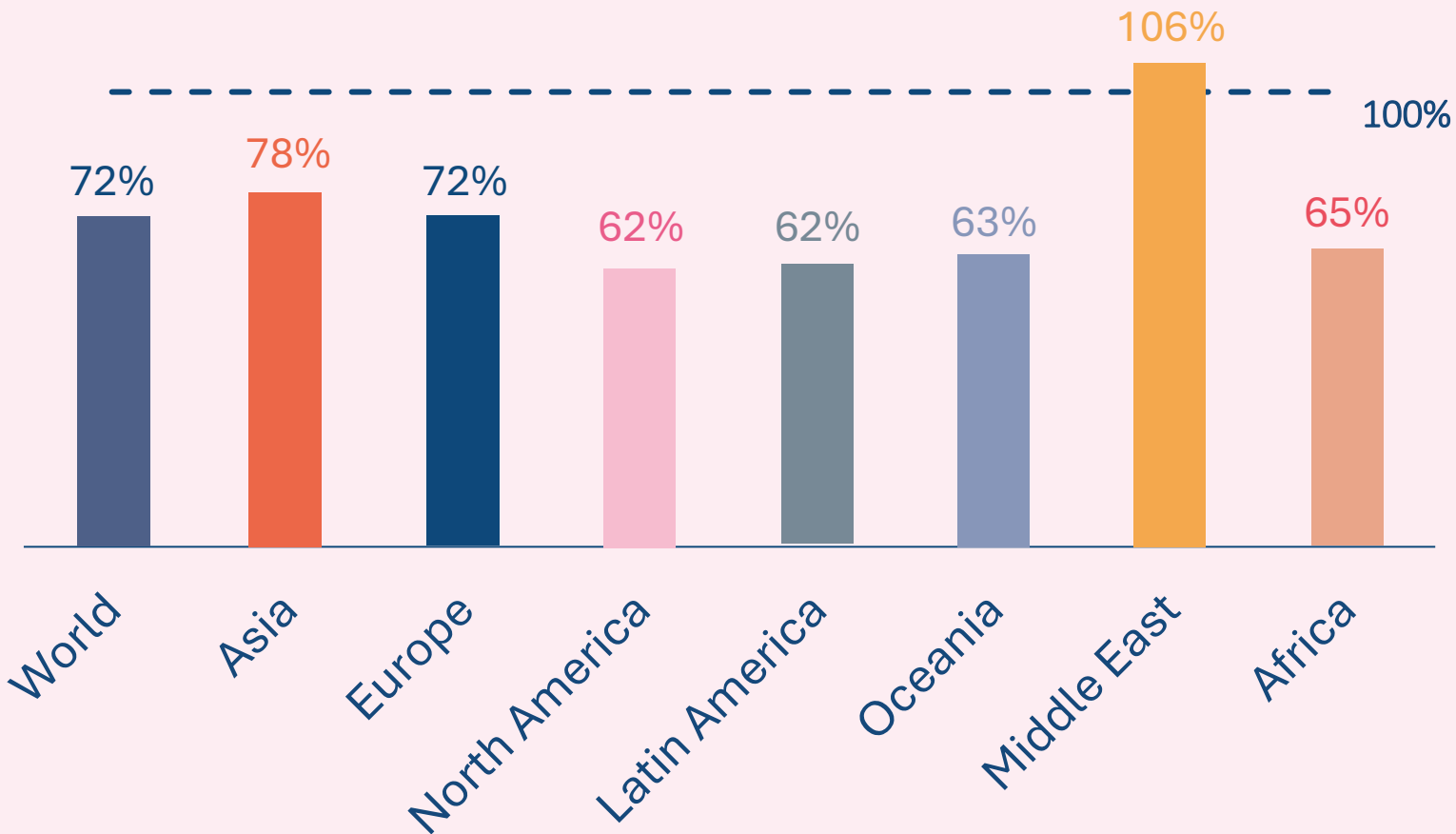
Admissions dropped to 5 bn, from 7 bn since pre-pandemic times

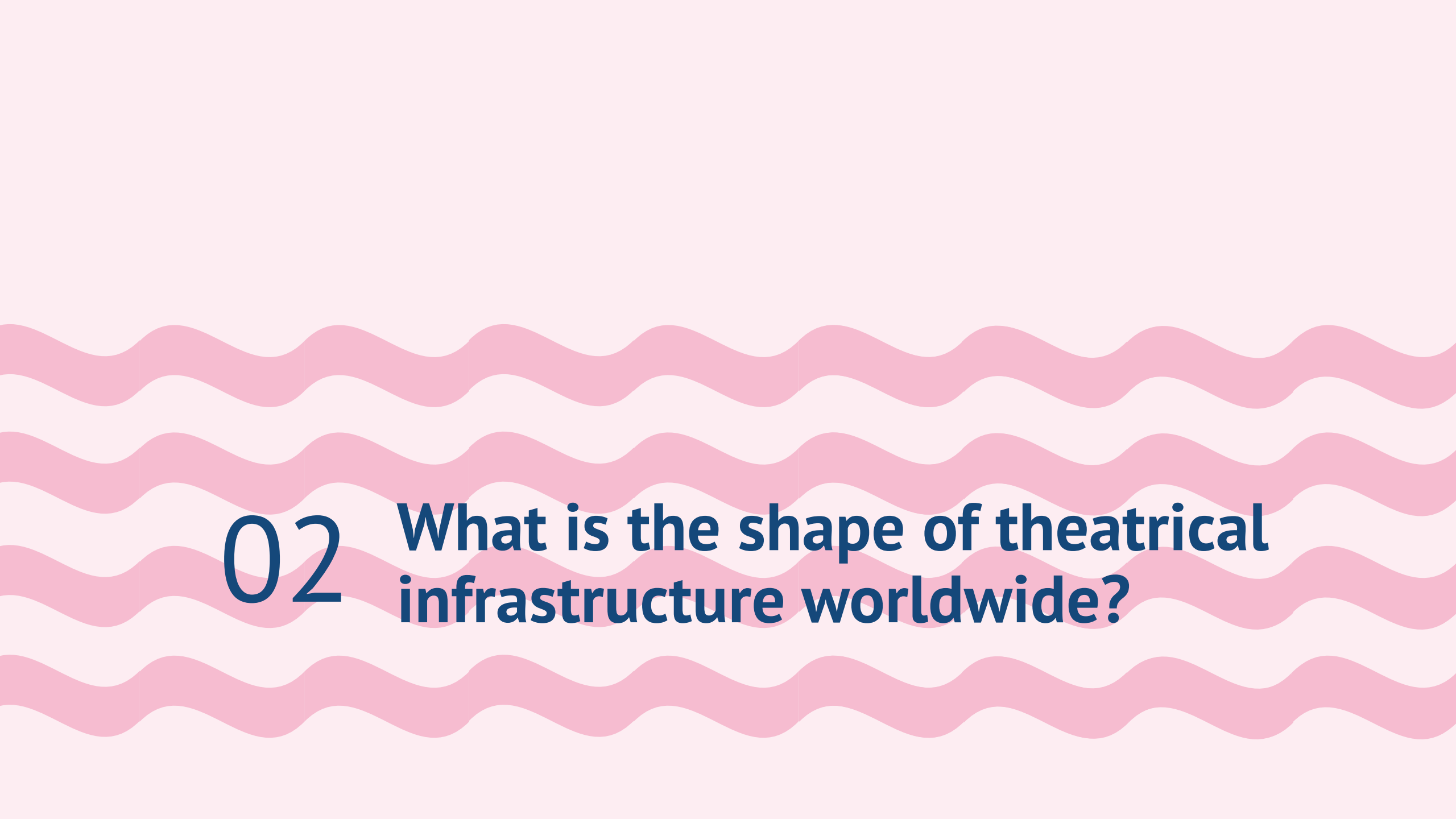


Europe’s admissions fell by 5% compared to 2024



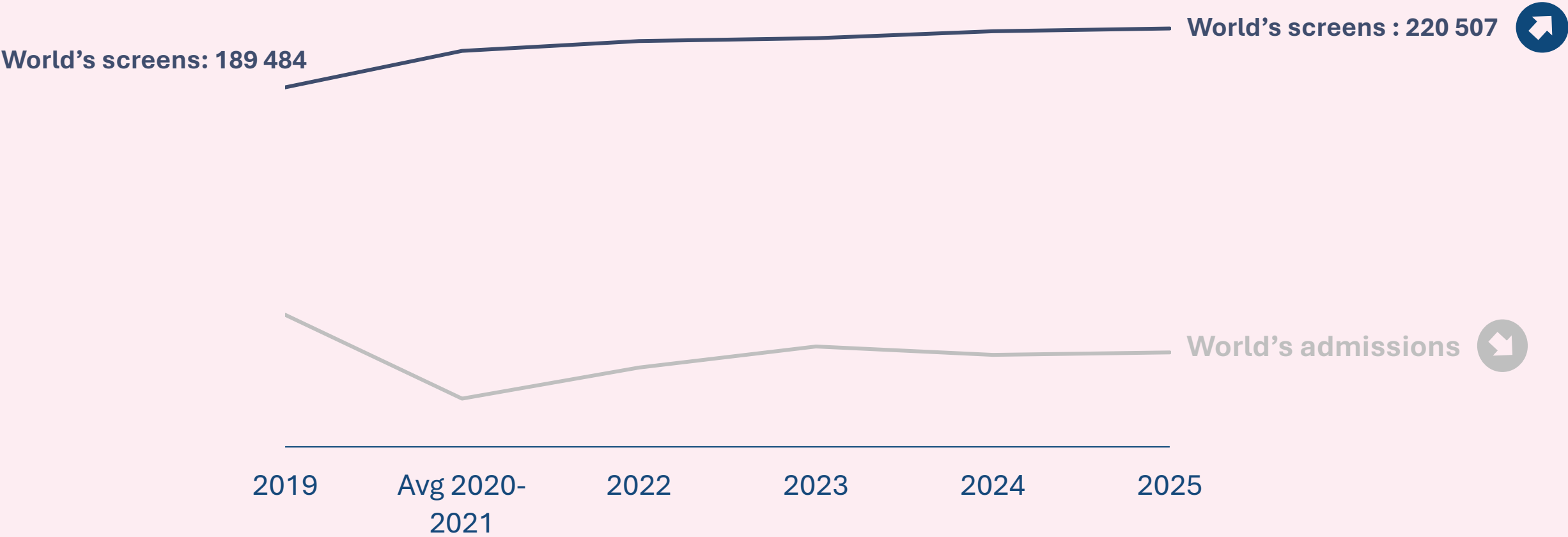
Most market region reached between 60 and 70% of their pre-covid results



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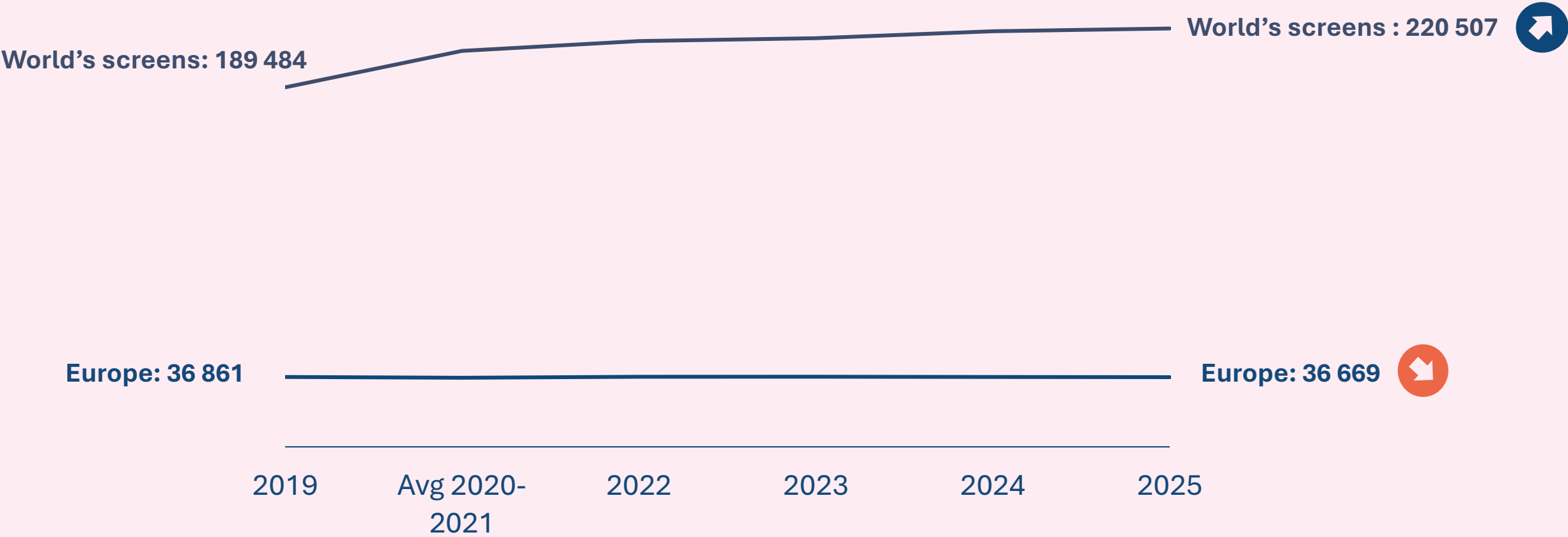
02 What is the shape of theatrical infrastructure worldwide?

The number of screens worldwide increased steadily since 2019...

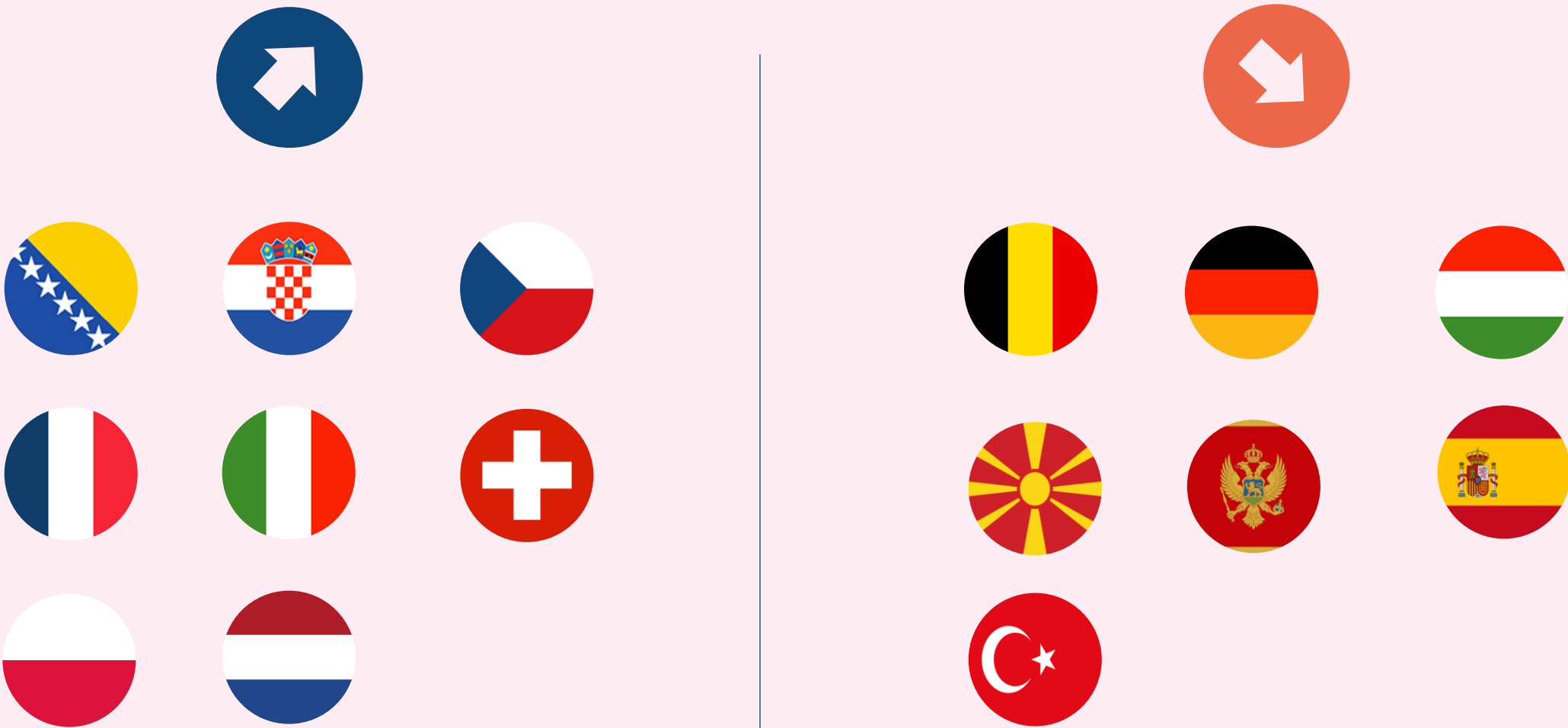


FOCUS 2026

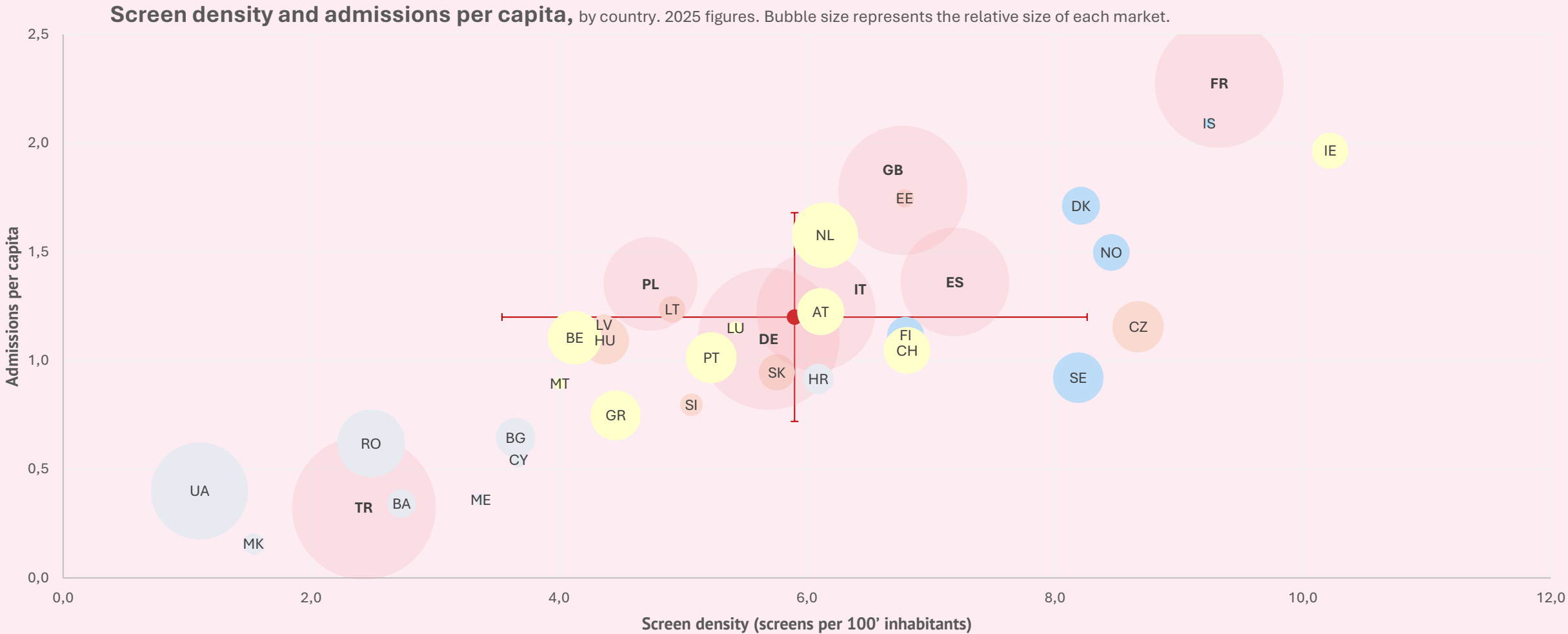
Europe experienced a small decrease but stayed close to its pre-covid levels



With many variations between European countries



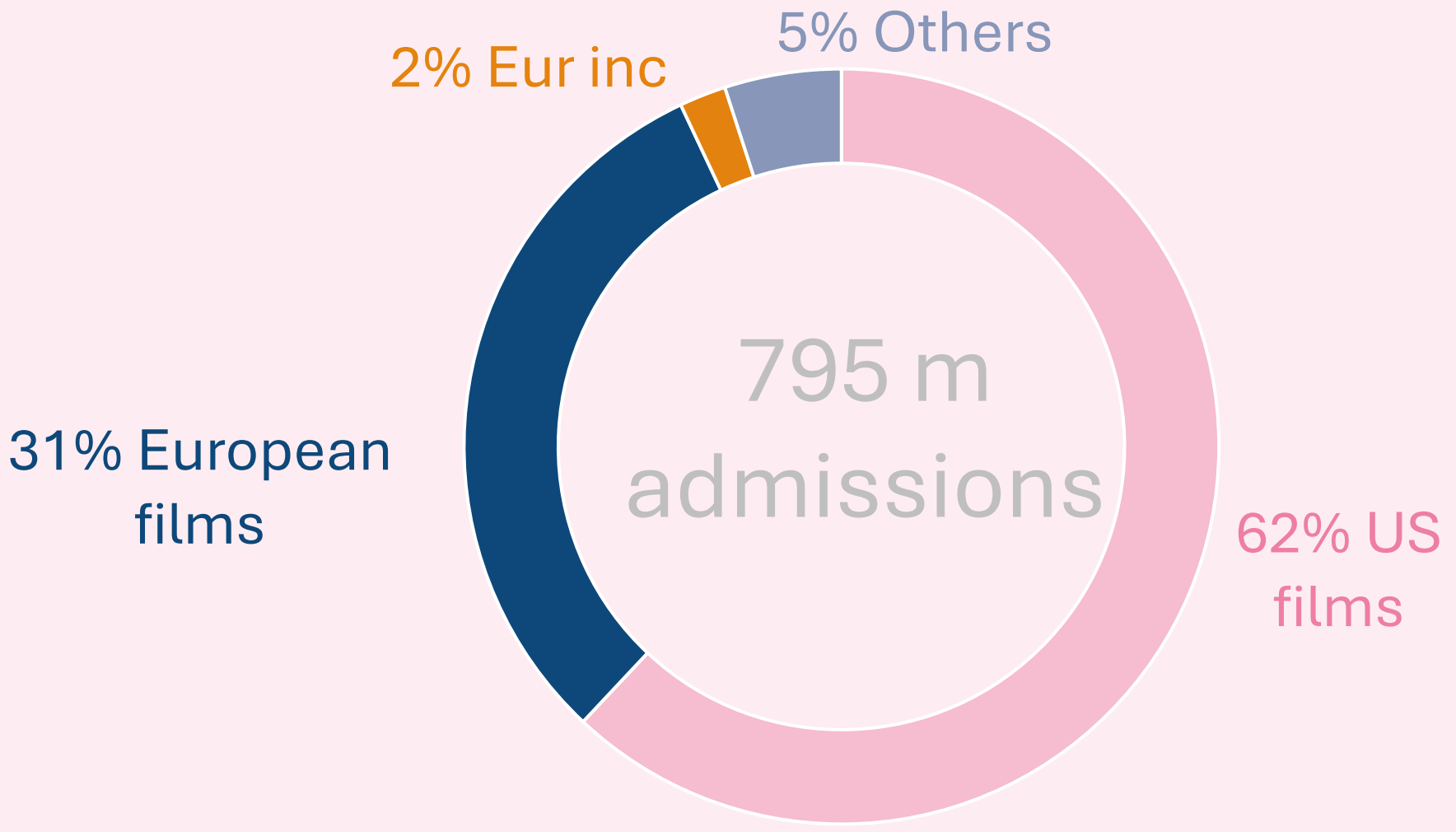
On average 6 screens are available for each 100 European inhabitants, with a limited number of countries deviating significantly.



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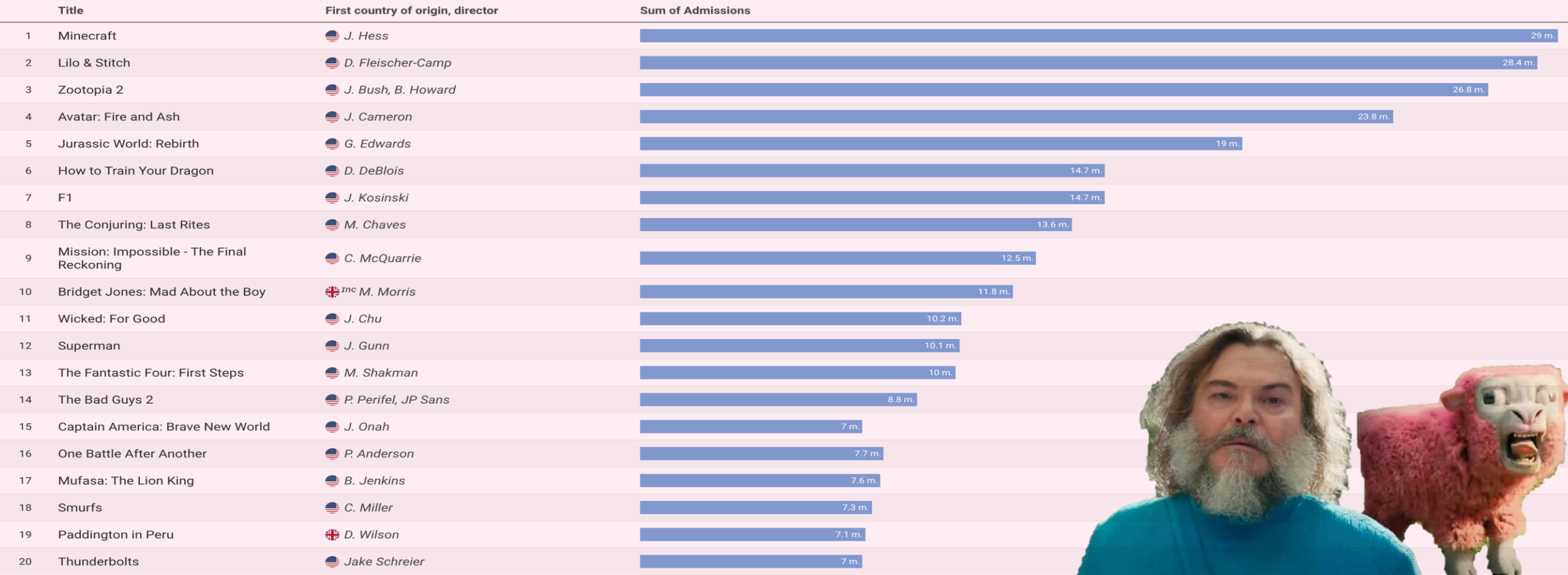
03 What films attracted audiences in 2025?

Most tickets in Europe were sold to see US films...

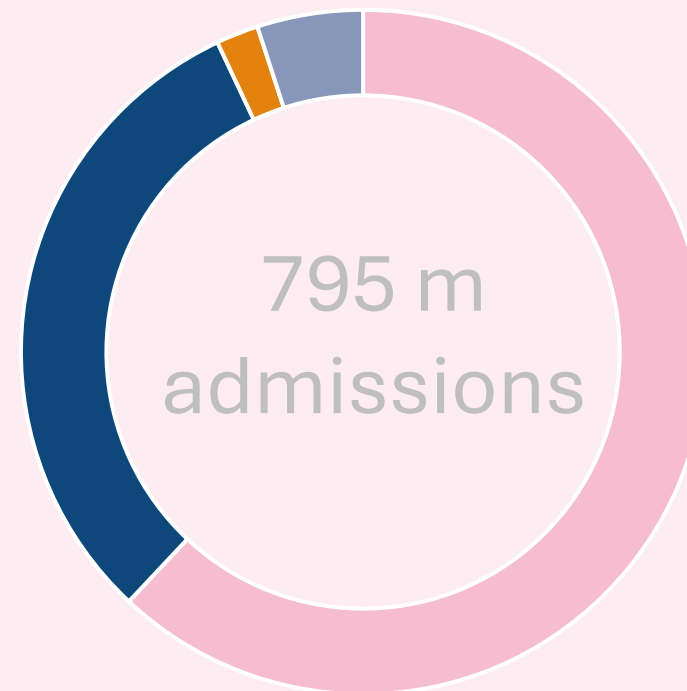
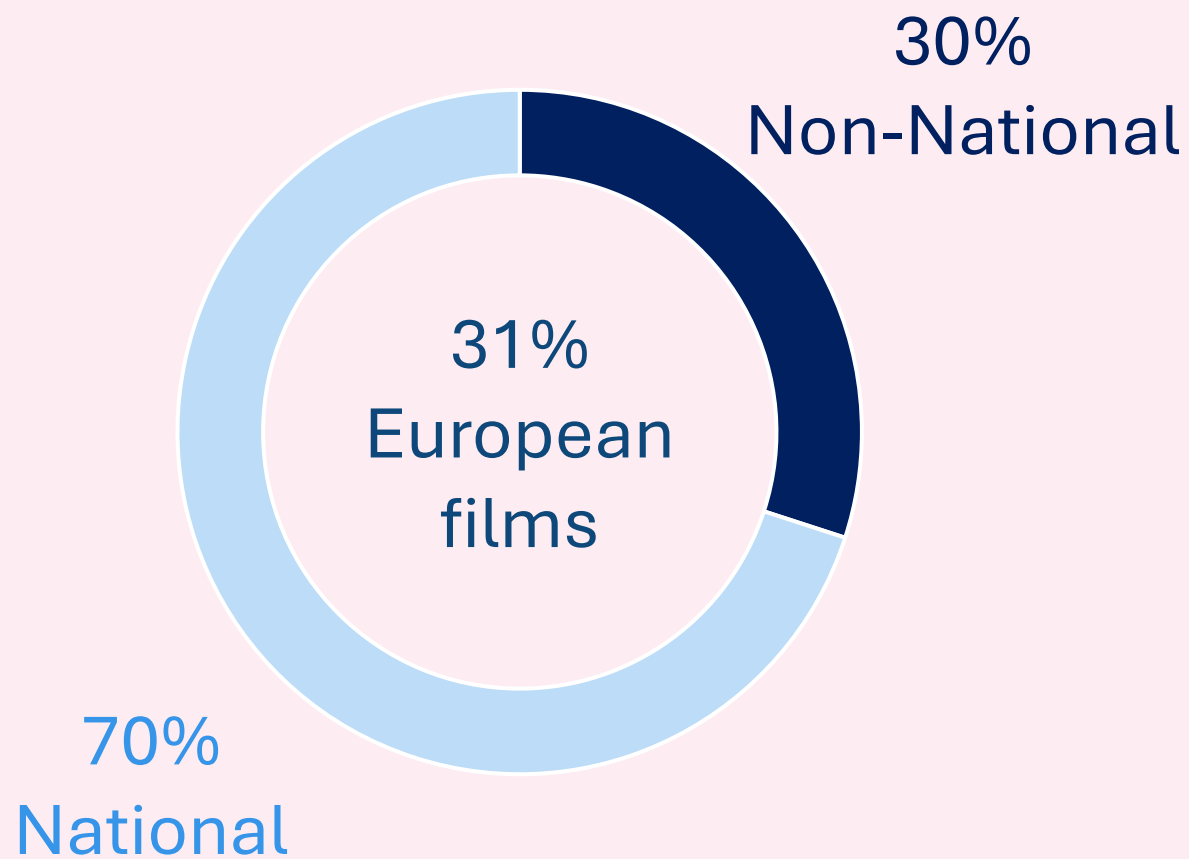


16 out of the biggest 20 films in Europe in 2025 being US franchise films

Top 20 films in Europe, in 2025. Ranked by total admissions.

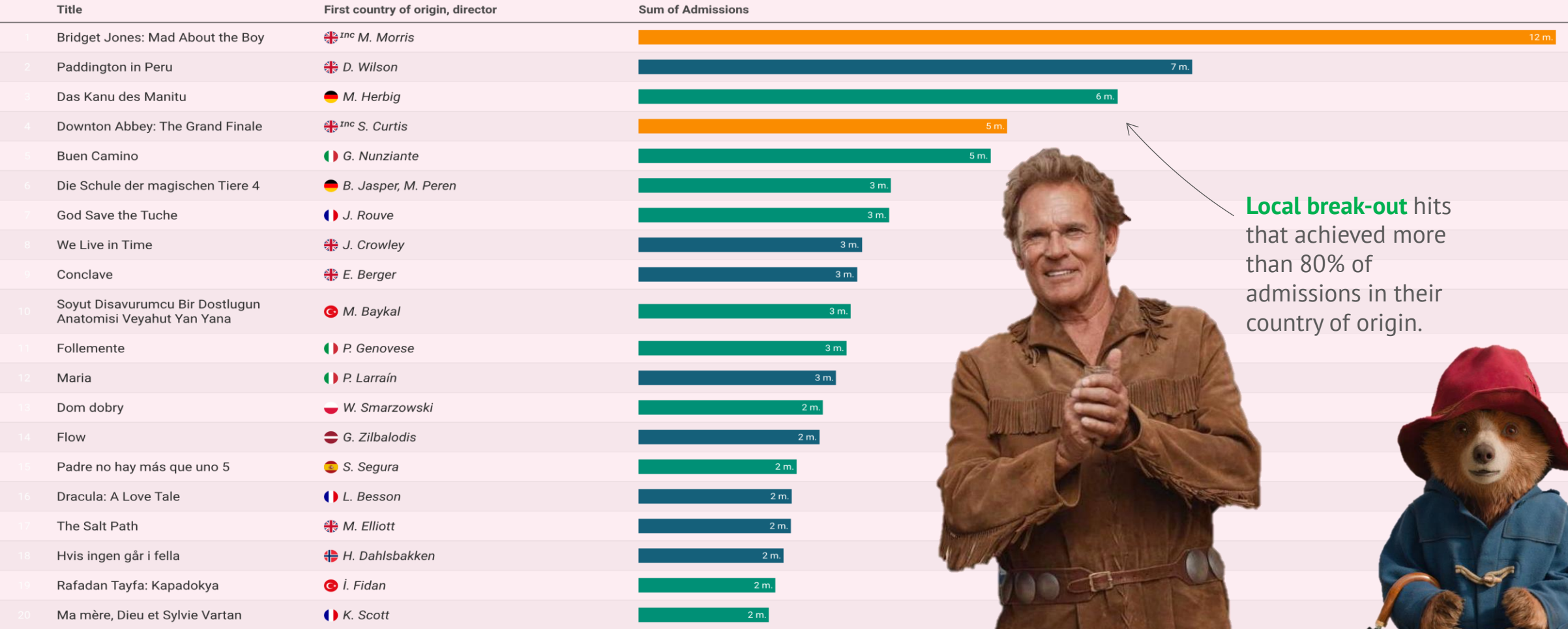


And most European films seen were national films...



... with the biggest European films making most of their admissions in their own domestic market

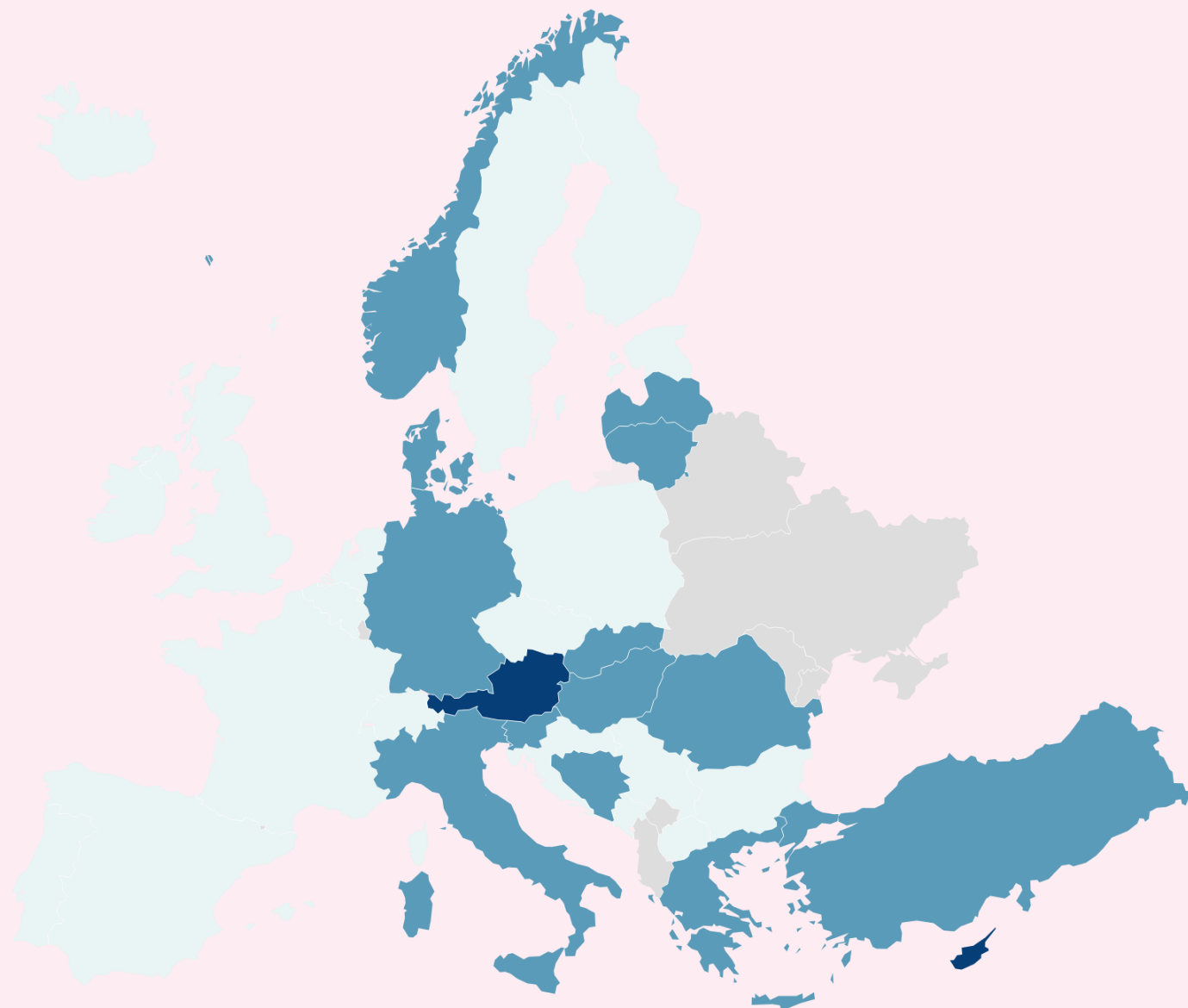
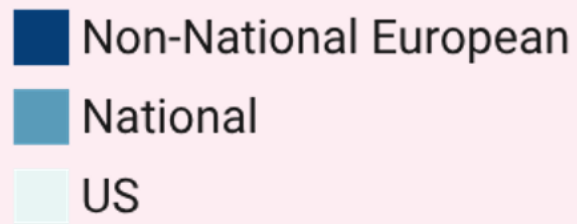
Top 20 European films in Europe, in 2025. Ranked by total admissions.

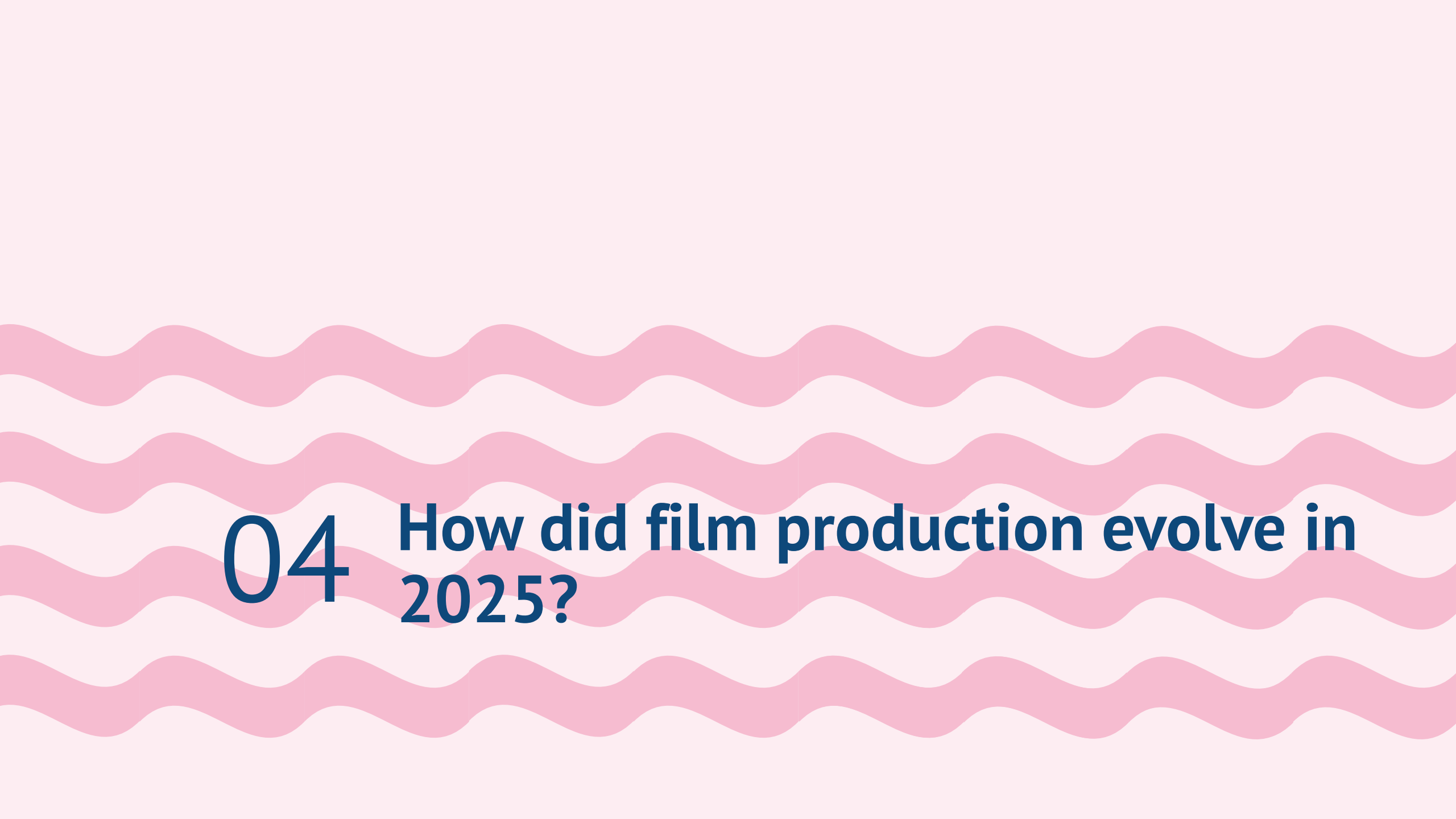


Source: European Audiovisual Observatory.

... And with more European films ranking first in their domestic country

Nationality of the highest grossing film, in 2025, by country.

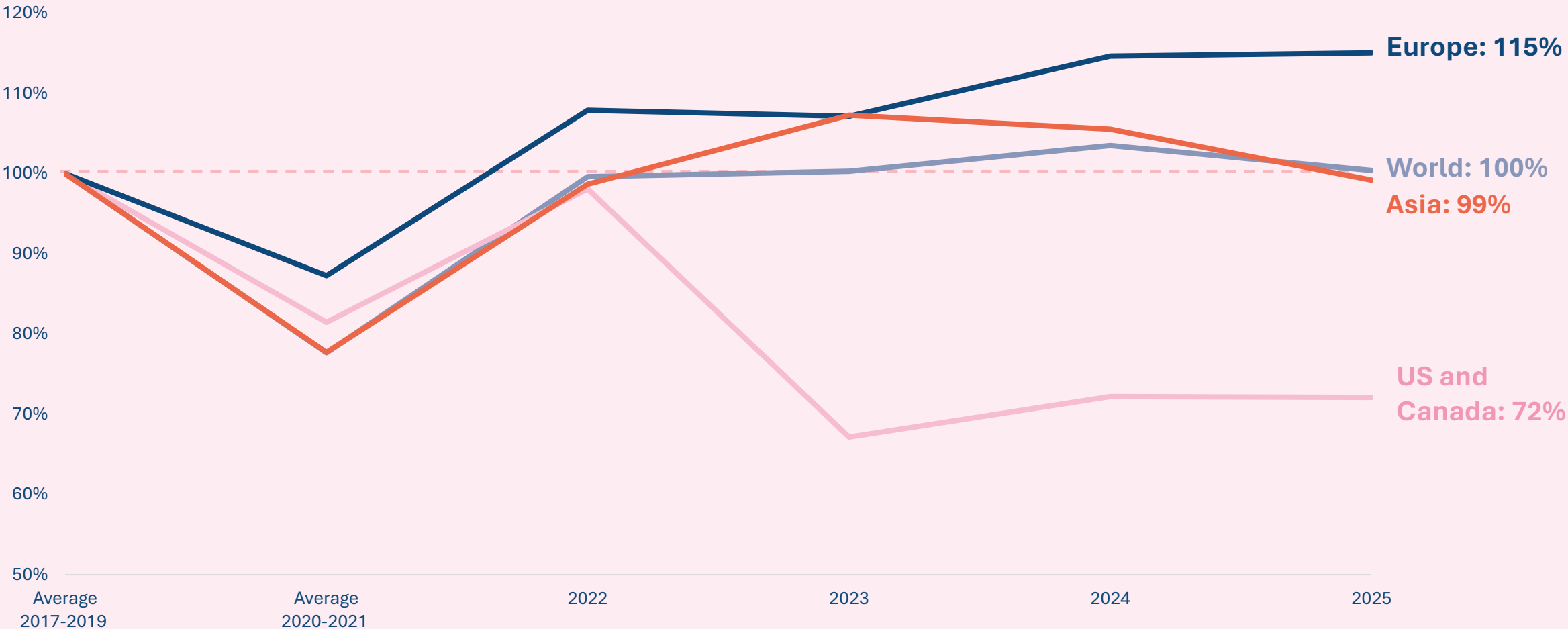


The background of the slide features a repeating pattern of horizontal, wavy pink bands of varying shades of pink, creating a textured, ocean-like effect.

04 How did film production evolve in 2025?

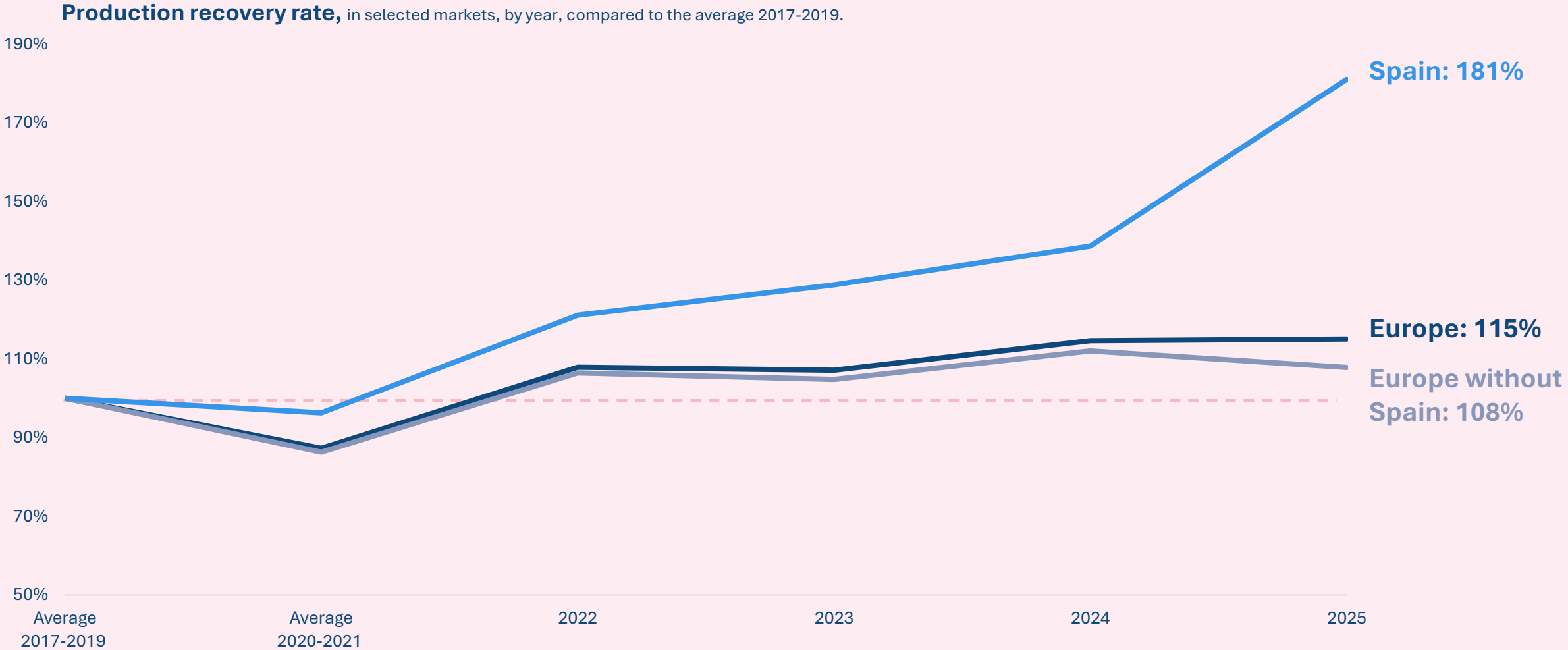
Europe is the only region where production surpassed pre-covid levels

Production recovery rate, in selected markets, by year, compared to the average 2017-2019.



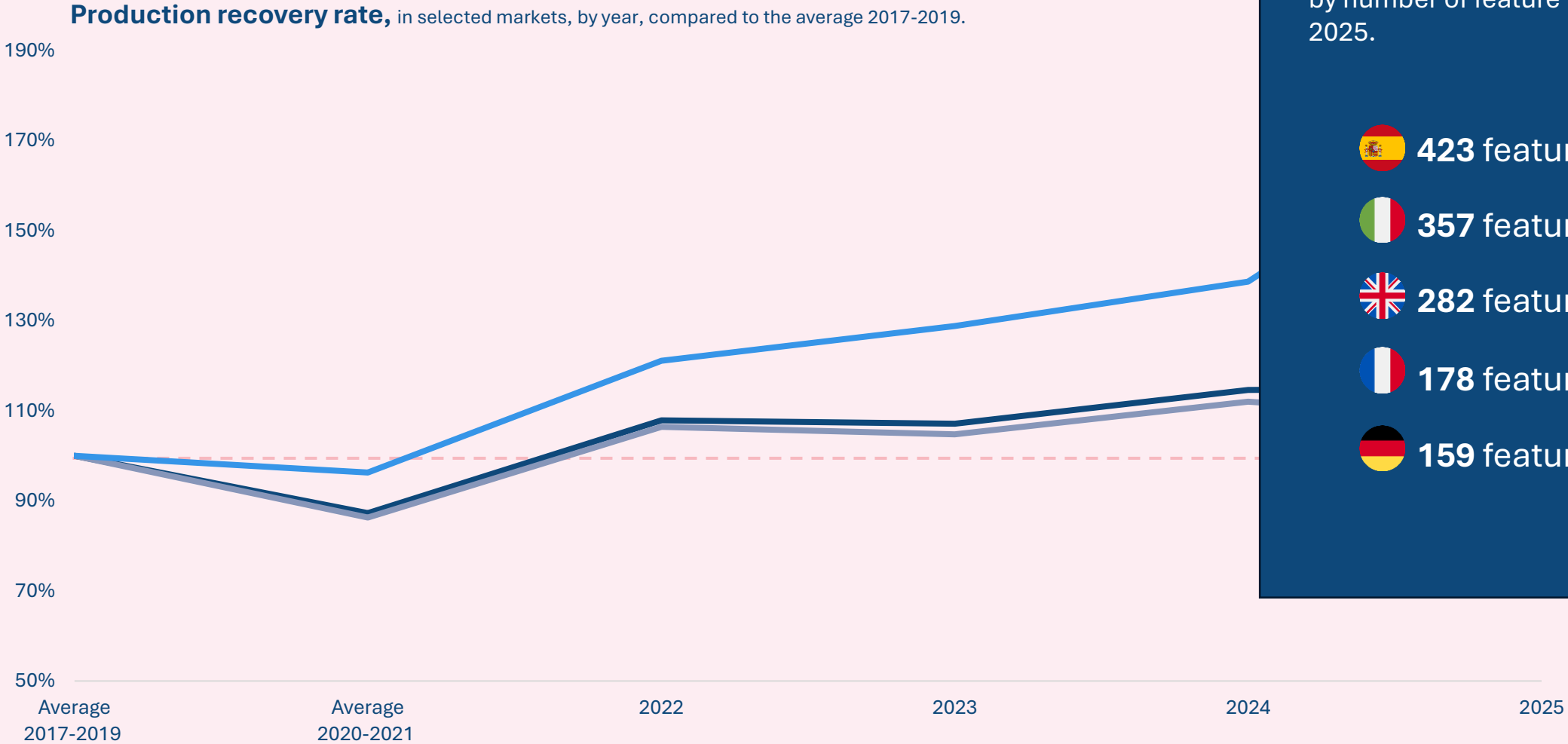
Source: European Audiovisual Observatory.

Europe’s growth in 2025 was driven by Spain...



Source: European Audiovisual Observatory.

Europe’s growth in 2025 was driven by Spain, the first production country in the region.



Top European countries,
by number of feature films produced in 2025.

-  **423** feature films
-  **357** feature films
-  **282** feature films
-  **178** feature films
-  **159** feature films

Thank you

FILM MARKET TRENDS

