How many spectators are missing to reach 2019?

by Elisabetta Brunella

MEDIA Salles contribution to the
“Joint meeting of the Hungarian Art-Cinema Association, the Distributors' Association and the National Association of Cinema Exhibitors”

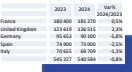
Miskolc – Hungary
12 September 2025

Cinema admissions in Europe

35 markets

2024	**834.7 M**
2023	**849.3 M**

-1.7%



Cinema admissions in Europe

The five major markets

Country	2023 Admissions x 1 000	2024 Admissions x 1 000	Var% 2024/2023
France	180 400	181 270	+0.5%
United Kingdom	123 619	126 515	+2.3%
Germany	95 653	90 100	-5.8%
Spain	74 900	73 000	-2.5%
Italy	70 655	69 709	-1.3%
Total	**545 227**	**540 594**	**-0.8%**

Cinema admissions in Europe

The number of admissions in 2024 shows an overall situation of stability, compared to 2023, but…

Cinema admissions in Europe

the real goal is to recover, and ideally surpass, the level of admissions of 2019, the last year before Covid.

Cinema admissions in Europe

35 markets

2024	**834.7 M**
2019	**1 119.1 M**

-25.4%

Cinema admissions in Europe

This figure is an average of very different national situations: while Montenegro, Bulgaria, Lithuania, Romania, Serbia and France need to regain about 15% or less of their audiences, in other markets the recovery is proving to be much more challenging.

This is the case, for example, of Turkey (-44%) and Cyprus (-49%).

Cinema admissions in Europe

2024 vs 2019: a fragmented scenario

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How many spectators are missing to reach 2019?



MEDIA Salles at 2025 CineFest Miskolc

Cinema admissions in 2024

Beyond Europe

2024 vs 2023

China	-22%
United States	-7%
Japan	-7%
Mexico	-7%
India	-6%
South Korea	-2%

Cinema admissions in 2024

Beyond Europe

2024 vs 2019

South Korea	-46%
United States	-38%
Mexico	-38%
China*	-34%
Japan	-26%
India	-14%

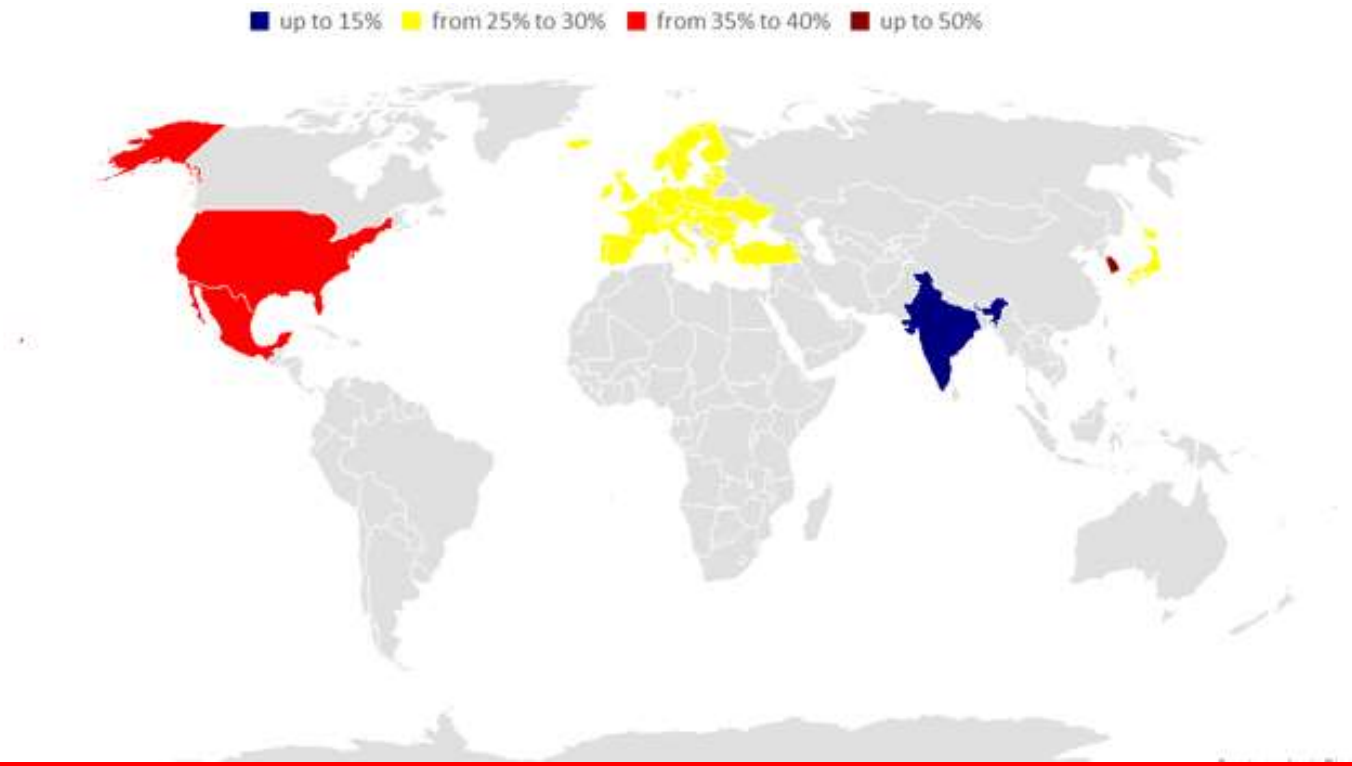
*based on GBO

Cinema admissions in 2024

Beyond Europe

2024 vs 2019

How many spectators are missing to reach 2019?



MEDIA Salles at 2025 CineFest Miskolc

A glimpse on 2025

Cinema admissions in Europe - first semester

Portugal +17%

Croatia +16%

United Kingdom +12%

Bulgaria +9%

Hungary +8%

Estonia and Spain +5%

Norway, Ireland and Greece +4%

Italy and Sweden +2%

A glimpse on 2025

Cinema admissions in Europe - first semester

Austria -1%

Denmark, Germany and The Netherlands -3%

Finland -4%

Switzerland -11%

France -12%

Turkey -28%

A glimpse on 2025

Cinema-going in the world - first semester

WHAT ABOUT THE US?

US GBO +15%

In short

cinemas have to face these major challenges:

- balancing the books, where higher ticket prices can play a role
- winning back the audiences they've lost

in a troubling scenario, with an average gap compared to 2019 ranging from about a quarter to half of the moviegoers.

Slides added after the presentation in Miskolc on the basis of the questions from the public

US cinema admissions

2019	2023	2024	Var% 2024/2023	Var% 2024/2019
1 226 M	819 M	762 M	-7%	-38%

Source: https://www.the-numbers.com/market/

DGT
online informer
Reg. Trib. Milano n. 418 del 02.07.2007 - Direttore responsabile: Elisabetta Brunella
Co-funded by the European Union
Creative Europe MEDIA
MiBACT Direzione Generale per il Cinema
Special Edition No. 240 - year 20 - 14 May 2025

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KEY STATISTICS FROM MEDIA Salles

Audience recovery: how far are we from 2019?

The outlook is not encouraging: in most parts of the world, between a quarter and a little less than a half of the pre-pandemic audience has been lost

by Elisabetta Brunella

Per leggere il testo in italiano cliccare qui

Nearly 780 million Europeans crossed the threshold of a movie theatre in 2024. The latest data, covering 32 markets - from Iceland to Turkey, from Georgia to Portugal - suggests that movie theatres across Europe managed to limit the decline in attendance, even during a year when the turbulence in the US film industry had repercussions across much of the world.

The overall drop in attendance averaged 2.1%: an encouraging sign of stabilization, largely driven by the strong performance of local production in several markets. It's certainly a positive signal, but we must not forget that the real goal is to recover, and ideally surpass, the attendance levels of 2019, a year that saw record figures in multiple territories. In short, the real benchmark for cinema consumption trends remains the gap compared to 2019.

On average, across the 32 European markets analyzed, 26 out of every 100 moviegoers have yet to return. This figure is an average of very different national situations: while Bulgaria, Romania, and France still need to regain about 15% of their audiences, in other markets the recovery is proving to be much more challenging.

This is the case, for example, of Turkey, where more than 40% of the pre-pandemic audience has yet to return.



Beyond Europe: a look at global cinema trends

2024 FIGURES IN CHINA

Let's begin our journey in China. The world's second-largest market after the United States ended 2024 in the red: audience numbers dropped by just over 22%, and revenues declined by a similar rate. This indicates that ticket prices remained stable.

To read the full article about audience recovery world-wide:
https://www.mediasalles.it/dgt_online/DGT_online_informer_240.htm

MEDIA Salles at 2025 CineFest Miskolc

Links to audience surveys carried out in Italy

[Pubblicazioni DGCA - Direzione generale Cinema e audiovisivo](#)



[https://www.anica.it/allegati/Indagine-Festival-23-24-per-AFIC-PRESENTAZIONE_V03.pdf](#)



[ANICA | “Il pubblico audiovisivo fra presenze, profili e frequenza in sala” | Evento ANICA il 9 ottobre 2025 al MIA (Cinema Barberini, Roma)](#)

to be issued October 2025



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Germany



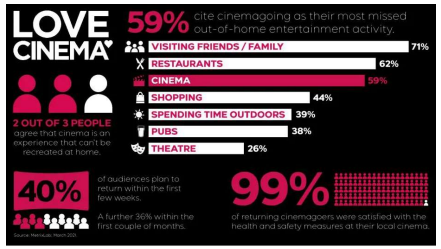
Market Research and Statistics - FFA en
All_Eyes_On_Audience_ShortReport

France



Le public du cinéma en 2024 | CNC

United Kingdom



UK audiences eager to return to the big screen - Film Distributors' Association

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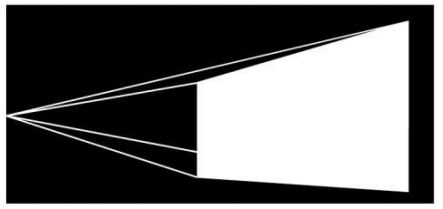
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Thank you for your attention!