Cinema-going in Europe in 2025

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”

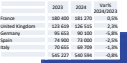
Miskolc – Hungary
9-11 September 2026

Cinema admissions in Europe

34 markets

2025	**773.0 M**
2024	**821.5 M**

-5.9%



Cinema admissions in Europe

The five major markets

Country	2024 Admissions x 1 000	2025 Admissions x 1 000	Var% 2025/2024
France	181 600	156 200	-14.0%
United Kingdom	126 515	123 499	-2.4%
Germany	90 100	91 939	+2.0%
Spain	73 000	65 000	-11.0%
Italy	69 721	68 361	-2.0%
Total	**540 936**	**504 999**	**-6.6%**

Cinema admissions in Europe

The five major markets

2025	**505.0 M**
2024	**540.9 M**

-6.6%

Only Germany shows a positive results:

+2%

Cinema admissions in Europe in 2025:

more shadows than light also in the rest of Europe.
The data for each individual territory once again shows a mixed trend.

Light

(more admissions in 2025 than in 2024)

Austria +8.1%
Bosnia Herzegovina +5.8%
Denmark +4.8%
Croatia +3.6%
Latvia +3.3%
Norway +2.5%
Greece +2.3%

Shadows

(less admissions in 2025 than in 2024)

Hungary -0.1%
Poland -0.3%
Romania -0.7%
Lithuania -2.0%
Slovenia and Georgia -2.5%
The Netherlands -2.9%
Estonia -3.2%
Czech Republic -3.3%

Shadows

(less admissions in 2025 than in 2024)

Sweden -5.6%

Slovak Republic -5.7%

Finland and Switzerland -7.2%

Portugal and Malta -7.7%

Luxembourg -8.7%

Ireland -9.5%

Shadows

(less admissions in 2025 than in 2024)

Bulgaria -10.5%
Belgium -12.1%
Turkey -16.5%
Serbia -17.1%
Montenegro -22.4%

How many spectators are missing to reach 2019?

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

Cinema admissions in Europe

34 markets

2025	**773.0 M**
2019	**1 091.7 M**

-29.2%

This figure is an average of
very different national situations

Cinema admissions Beyond Europe

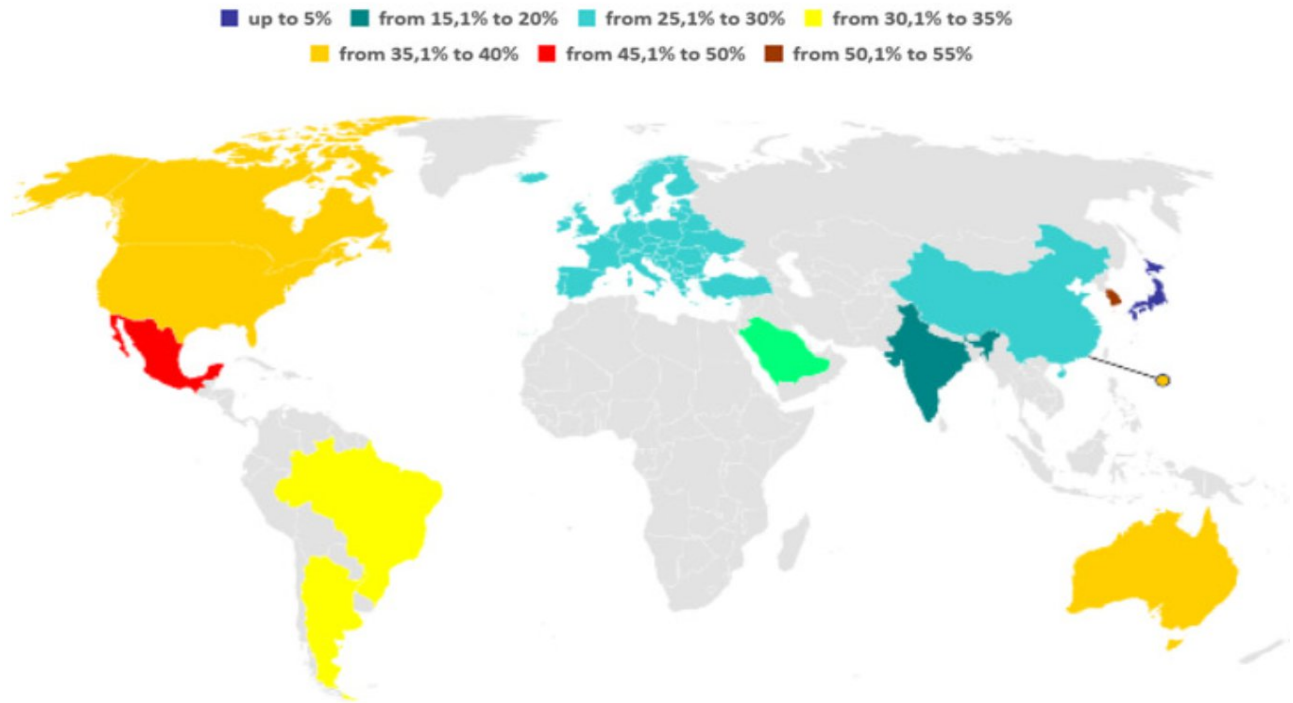
2025 vs 2019

South Korea -53%
Mexico -47%
North America -37%
Hong Kong -37%
Australia -36%
Brazil -35%
Argentina -30%
Europa -29%
China -28%
India -19%
Japan -3%

Cinema admissions world-wide

2025 vs 2019

How many spectators are missing to reach 2019?



Saudi Arabia: an exception

The green color indicates Saudi Arabia, the only market analyzed that has instead seen an increase - and a particularly significant one (+176.5%) - compared to 2019, mainly due to the opening of new cinemas, which began in 2018 after a 35-year ban.

A glimpse on 2026

Cinema admissions in Europe as at 30 June:

more light than shadows

Light

(first semester: more admissions in 2026 than in 2025)

Portugal +0.3%
Estonia +0.6%
Denmark +1.9%
Georgia +3.0%
Hungary +3.8%
Turkey +4.4%
Norway +6.9%
Sweden +7.0%
United Kingdom +9.3%
Bulgaria +11.8%
Ireland +13.2%
Austria +14.4%

Light

(first semester: more admissions in 2026 than in 2025)

Switzerland +16.2%
Germany +16.9%
Italy +18.0%
France +19.7%
Slovenia +21.1%
Spain +28.8%
Romania +31.2%
Greece +31.7%
Croatia +42.1%

Shadows

(first semester: less admissions in 2026 than in 2025)

Slovak Republic -3.8%
Latvia -4.8%
Poland -7.3%
Finland -12.4%

Will 2026 be the decisive year for the 2019 admissions recovery?

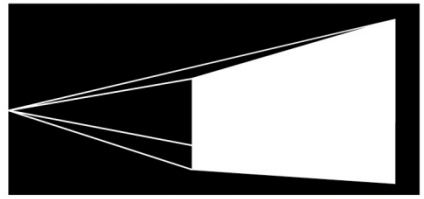
To know more and stay updated

read our newsletter DGT online informer

consult our website www.mediasalles.it



CINEMA D'EUROPA



MEDIA SALLES

Thank you for your attention!