

Global Drive-in Movie Theater Market Size study & Forecast, by Screen Size (Up to 20 ft., 20-50 ft., Above 50 ft.), by Area (Small Scale, Large Scale), by Technology (2D, 3D), by Application (Restaurant Parking Lots, Theater Parking Lots), and Regional Analysis, 2023-2030

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Abstracts

Global Drive-in Movie Theater Market is valued at approximately USD 5.1 billion in 2022 and is anticipated to grow with a growth rate of more than 6.2% over the forecast period 2023-2030. The Drive-in Cinema consists of an outdoor cinema facility with a large outdoor movie screen and projection system. Drive-in Theaters are based on parking areas where customers can view movies in the privacy and comfort of their cars. The increased popularity of movies and growth in the entertainment industry are the key factors responsible for the market growth of the Drive-in Movie Theater Market over the forecast period.

According to India Brand Equity Foundation (IBEF) in 2022, Television would account for 40% of the Indian media market in 2024, followed by print media (13%), digital advertising (12%), cinema (9%), and the OTT and gaming industries (8%) and India's subscription revenue is projected to grow at a CAGR of 2% and reach USD 4.94 billion. According to Statista, in 2022, the global revenue of cinema was estimated at USD 38 billion and is projected to grow to USD 52 billion by 2026. The increasing popularity of movies is one of the primary reasons for the growth of the market. Also, an increase in disposable income and a rise in urban population accelerate market growth. Moreover, technological advancement and modernization of drive-in-movie theaters and increased investment by the key players in cinema are anticipated to create a positive outlook for the market. However, a limited number of shows and adverse weather conditions will

stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Drive-in Movie Theater Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in terms of revenue owing to factors such as advancements in technology, the presence of a large customer base and government support further contribute to its dominance growth in the drive in movie industry. North America is the fastest-growing region due to rising demand for drive-in movie theatres and technological advancements in projection and audio systems, has contributed to the market's expansion in the region.

Major market player included in this report are:

AMC Entertainment Holdings Inc.

Cineworld Group Plc

Cinemark Holdings, Inc.

Cineplex Inc.

Vue International Bidco PLC

Wanda Film Holding Co Ltd

Alamo Drafthouse Cinemas LLC

The Decurion Corporation

The Marcus Corporation

Lunar Drive-in Theater

Recent Developments in the Market:

In Jan 2021, Bedrock and Emagine Entertainment started a new drive-in Movie theater in Detroit, the U.S. This collaboration is helping to provide luxury services including AV technology, interactive lighting, modular concessions, public restrooms, and warm areas.

Global Drive-in Movie Theater Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Screen Size, Area, Technology, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Screen Size:

Up to 20 ft.,

20-50 ft.

Above 50 ft.

By Area:

Small Scale

Large Scale

By Technology:

2D

3D

By Application:

Restaurant Parking Lots

Theater Parking Lots

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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