

Global Drive in Movie Theatre 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 (Restaurants Parking Lots, Theater Parking Lots) and Regional Analysis, 2023-2030

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Abstracts

Global Drive in Movie Theatre Market is valued approximately USD 5.10 billion in 2022 and is anticipated to grow with a CAGR of more than 6.20% over the forecast period 2023-2030. A drive-in movie theatre is an outdoor entertainment venue where people can watch movies from the comfort of their cars. It typically consists of a large screen erected in an open field or parking lot and a designated area for vehicles to park facing the screen. The audio is transmitted through FM radio frequencies, allowing viewers to tune in and listen to the movie's sound through their car's speakers. Drive-in movie theatres offer a unique and nostalgic movie-watching experience, combining the convenience of staying in your vehicle with the excitement of a shared outdoor event. Moreover, growing media & entertainment industry and rising household disposable income anticipated as the growth drivers of this market. Furthermore, expansion in emerging market and growing urbanization shoot up the Global Drive in Movie Theater Market during the forecasted year 2023-2030.

According to the United Nations Population Fund (UNFPA) in 2022, urban expansion is rapidly increasing worldwide. The global population is expected to reach around 5 billion by 2030, with a majority already residing in urban areas. The continents of Africa and Asia are expected to witness significant urbanization, leading to substantial social, economic, and environmental transformations on a global scale. This growth primarily centers around the expansion of urban populations, highlighting the unprecedented

nature of this trend. According India Brand Equity Foundation (IBEF) in 2022, by 2026, it is anticipated that India's media and entertainment sector would be worth Rs. 4,30,401 crores (US\$ 53.99 billion). By 2024, it is anticipated that India's advertising revenue would total Rs 394 billion (about \$5.42 billion). With a 40% market share, television may be in the lead, followed by print media (13%), digital advertising (12%), films (9%), and OTT, and gaming sector (8%). However, limited location accessibility and changing weather condition may hamper the growth of the market.

The key regions considered for the Global Drive in Movie Theatre Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominates the drive-in movie theatre market due to its large population, rapid urbanization, and growing middle class. The region's cultural significance, technological embrace, tourism appeal, and government support further contribute to its dominance. North America is the fastest-growing region in the drive-in movie theatre market due to several factors. The region's strong cultural presence and nostalgia associated with drive-in theatres have fueled their rapid growth. Additionally, the high disposable income of North American consumers, coupled with technological advancements in projection and audio systems, has contributed to the market's expansion. The region's favorable weather conditions, penchant for new entertainment trends, and the adaptability of drive-in theatres to host diverse events have further propelled their growth in North America.

Major market player included in this report are:

AMC Entertainment Holdings Inc.

Cineworld Group plc

Cinemark Holdings, Inc.

Cinepolis India Private Limited

Cineplex Inc.

Vue International Bidco PLC

CJ Corporation Golden Harvest Village Roadshow

Wanda Film Holding Co., Ltd

Alamo Drafthouse Cinema LLC

The Decurion Corporation

Recent Developments in the Market:

In November 2021, PVR Cinemas, a renowned multiplex chain, unveiled a new addition to its portfolio with the launch of a rooftop drive-in cinema located at the Jio World Drive Mall in Mumbai, India.

In January 2021, Craft Food Hall in Waltham, U.S., transformed its parking lot into a drive-in theater, offering a unique movie-watching experience for its visitors.

Global Drive in Movie Theatre 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:

Restaurants 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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