

Online Movie Ticketing Services Market Size, Share & Trends Analysis Report By Platform (PC, Mobile), By Region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa), And Segment Forecasts, 2019 - 2025

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Abstracts

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The global online movie ticketing services market size is expected to reach USD 28.86 billion by 2025, registering a CAGR of 6.5% over the forecast period, according to a new report by Grand View Research, Inc. Rising disposable income, along with changing customer preference towards online movie bookings, are primarily driving the growth.

Increased efforts made by industry players to make their website interfaces and mobile applications more user-friendly have influenced market growth positively. Service providers are focusing on redesigning their websites and smartphones applications to provide improved features such as select-your-own seat and view-from-seats to improve customer experience. Although online movie ticket sales through PCs currently garner the highest revenue share, bookings made through mobile applications are anticipated to lead the online movie ticketing services market over the forecast period.

North America accounted for the largest market share in 2018 and is expected to retain its dominance over the next six years. This growth is characterized by the evolution of a wide range of ticketing technologies in developed countries, such as U.S. Latin America is expected to witness a substantial growth during the forecast period, due to the shift of users towards digitized form of ticket booking. Asia Pacific is also projected to register high growth over the next six years, accredited to the well-established presence of

renowned film industries in the region, which results in audiences thronging to catch a glimpse of their favorite superstars on big screens.

Further key findings from the report suggest:

Mobile segment is anticipated emerge as the fastest growing platform, on account of the increasing adoption of smartphones and utilization of mobile applications to conduct online transactions

Asia Pacific is expected to expand at a CAGR of more than 8% over the next six years due to improved purchasing power of people across developing nations such as India

Key players operating in the online movie ticketing services market include AOL Inc.; Atom Tickets LLC; Bigtree Entertainment Pvt. Ltd.; Cinemark Holdings Inc.; Cineplex Inc.; Fandango; Inox Leisure Ltd.; Movietickets.com; Mtime; and VOX Cinemas

The players are facing tough competition from startups and innovators. To improve their market positions, companies focus on ways of expanding their presence and gaining a competitive edge over the other companies through strategic initiatives such as mergers and acquisitions and collaborative partnerships

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