

Online Movie Ticketing Services Market Report by Device (Desktop, Mobile Devices), Genre (Drama Movies, Adventure Movies, Comedy Movies, Thriller, Suspense and Horror Movies, Action Movies, Other Genre), Application (Cinema, Entertainment Place, Shopping Malls, and Others), and Region 2024-2032

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Abstracts

The global online movie ticketing services market size reached US\$ 20.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 33.3 Billion by 2032, exhibiting a growth rate (CAGR) of 5.5% during 2024-2032.

Online movie ticketing service refers to the process of reserving seats and tickets for various entertainment activities, such as movies, through an online portal. This involves a third-party website or software application, which enables the consumer to reserve their desired seats in the theatre of their choice. The bookings can be made through smartphones, laptops, tablets and computers while the payment can be made online or paid later at the counter. Apart from this, it also offers numerous other benefits, such as the availability of a wide variety of movies and theaters to choose from, along with time- and cost-effectiveness.

Rapid urbanization and the increasing utilization of smart devices and personal computers across the globe, are among the key factors driving the growth of the market. In recent years, there has been a shift in consumer preferences from conventionally available counter services to mobile- and web-based applications for booking movie tickets. Furthermore, online movie ticketing services serve as a more convenient, hassle-free and quicker alternative to the other conventional processes. Service vendors are emphasizing on improving the overall consumer experience by offering attractive

promotions and discounts to the consumers. Additionally, the growing penetration of broadband services and improving internet connectivity are creating a positive impact on the market growth. Other factors, including rising expenditure capacities of the consumers and the introduction of theatres with luxurious seats and high-definition screens, are projected to drive the market in the upcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global online movie ticketing services market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on device, genre and application.

Breakup by Device:

- Desktop
- Mobile Devices

Breakup by Genre:

- Drama Movies
- Adventure Movies
- Comedy Movies
- Thriller, Suspense and Horror Movies
- Action Movies
- Other Genre

Breakup by Application:

- Cinema
- Entertainment Place
- Shopping Malls
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being AOL Inc., Atom Tickets LLC, BookMyShow Inc., Carnival Cinemas, Cinemark Holdings Inc., Cineplex Inc., INOX Leisure Limited, Kyazoonga, Moviefone Inc., Movietickets Inc. (Fandango Media LLC), Mtime (Wanda), One97 Communications Ltd., PVR Limited, VOX Cinemas, etc.

Key Questions Answered in This Report

1. How big is the global online movie ticketing services market?
2. What is the expected growth rate of the global online movie ticketing services market during 2024-2032?
3. What are the key factors driving the global online movie ticketing services market?
4. What has been the impact of COVID-19 on the global online movie ticketing services market?
5. What is the breakup of the global online movie ticketing services market based on the device?
6. What are the key regions in the global online movie ticketing services market?

7. Who are the key players/companies in the global online movie ticketing services market?

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