



Global Entertainment & Media Outlook 2023-2027

Custom dataset

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2023-27 CAGR
Cinema in Denmark (US\$ mn)	146	152	99	107	129	158	175	193	204	214	7.874%
Box office (US\$ mn)	129	134	90	93	112	140	157	174	185	195	8.631%
Cinema advertising (US\$ mn)	18	19	9	14	17	18	18	19	19	19	1.357%
Admissions in Denmark (mn)	12	13	7	7	8	10	11	12	13	13	7.026%
Average admission price in Denmark (US\$)	10	10	12	14	14	14	14	14	15	15	1.500%
Cinema in Norway (US\$ mn)	178	157	75	92	149	172	191	208	220	231	7.620%
Box office (US\$ mn)	149	126	59	72	117	138	155	170	181	191	8.519%
Cinema advertising (US\$ mn)	29	31	16	20	31	34	37	38	39	40	3.764%
Admissions in Norway (mn)	12	11	5	6	9	10	11	12	13	13	6.647%
Average admission price in Norway (US\$)	12	11	12	13	13	14	14	14	14	15	1.755%
Cinema in Sweden (US\$ mn)	200	214	72	87	145	173	192	208	220	230	7.250%
Box office (US\$ mn)	180	194	68	81	133	160	178	192	203	213	7.442%
Cinema advertising (US\$ mn)	20	20	4	5	12	14	15	16	16	16	4.908%
Admissions in Sweden (mn)	17	16	6	6	11	13	14	15	16	16	5.957%
Average admission price in Sweden (US\$)	11	12	12	13	12	13	13	13	13	13	1.402%

Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding.

Sources:

European Audio Visual Observatory, PwC, Omdia