

## **Global Online Movie Ticketing Services Market Report and Forecast 2024-2032**

Market Report | 2024-01-16 | 170 pages | EMR Inc.

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### **Report description:**

Global Online Movie Ticketing Services Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the global online movie ticketing services market attained a value of USD 21.17 billion in 2023. Aided by the rapid digitisation, the convenience of online bookings, and a surge in internet penetration, the market is projected to grow at a CAGR of 6.6% in the forecast period of 2024-2032 to reach a value of USD 37.74 billion by 2032.

Online movie ticketing services provide a platform where users can purchase admission tickets for movies that are currently playing in theatres. These services offer an unparalleled convenience, allowing movie-goers to secure their seats without the need to stand in lengthy queues. Besides, with enriched features like seat selection, trailers, reviews, and sometimes even bundled deals with snacks or dinners, these platforms have transformed the movie-going experience.

A significant propellant of the online movie ticketing services market growth is the global push towards a digital economy. As digital payments become increasingly streamlined and widespread, consumers are naturally gravitating towards online platforms that offer speed, convenience, and efficiency. Moreover, with the proliferation of smartphones, the process of booking movie tickets has shifted predominantly to mobile applications, further simplifying the process.

Furthermore, the rising trend of experiential entertainment is elevating the global online movie ticketing market demand. As cinema evolves, there is a marked shift towards luxury seating, enhanced sound systems, and even dine-in options. These premium experiences are best explored and booked online, where users can browse the available amenities, select their preferred options, and make a purchase, all in a matter of minutes.

However, the trajectory of online movie ticketing services isn't limited to just functionality. Major players in the market are consistently innovating, integrating AI-based algorithms to offer movie suggestions, loyalty programs, and even Virtual Reality (VR) previews. Such features not only enhance the user experience but also ensure repeated visits and customer retention. Collaborations and partnerships have also influenced the online movie ticketing services market outlook. Service providers are now partnering with dining outlets, parking services, and transport providers to offer comprehensive packages. This holistic approach, where a single booking takes care of the entire evening out, is gaining considerable traction among urban populations globally.

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Emerging markets are also a focal point of expansion for the online movie ticketing services sector. Regions with a burgeoning middle class, coupled with increasing internet penetration, represent untapped potential. For instance, the Asia-Pacific region, driven by countries like India and China, with their vast population and rising disposable income, is becoming a significant growth hub.

#### Market Segmentation

The market can be divided based on platform and region.

#### Market Breakup by Platform

- PC
- Mobile

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global online movie ticketing services market. Some of the major players explored in the report by Expert Market Research are as follows:

- Bigtree Entertainment Pvt. Ltd.
- Cineplex Inc.
- INOX Leisure Limited
- VOX Cinemas
- Fandango Media, LLC
- Paytm Payments Bank Limited
- Others

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