

The New Zealand Cinema Market



YEAR	TOTAL GROSS	% - LY
2023	\$98,175,308	+10%
2024	\$89,227,451	+37.5%

Cinema Market Recovery: New Zealand's cinema industry is showing robust signs of recovery. Compared to the same period last year, the market has surged ahead by 10%. This growth can be attributed to a lineup of summer hit blockbusters and the release of highly anticipated movies in 2024.

Mark your calendars for these upcoming releases:

- **Despicable Me 4:** June 20
- **Deadpool 3:** July 23
- **Joker: Folie a Deux:** October 3
- **Wicked Part 1:** November 28
- **Mufasa: The Lion King:** December 19

Cinema Advertising Opportunity: New Zealand boasts a strong cinema culture, with people frequently enjoying movies as a social activity. This cultural affinity for cinema creates an ideal environment for advertising. Whether it's on the big screen or through targeted campaigns, advertisers can tap into this receptive audience