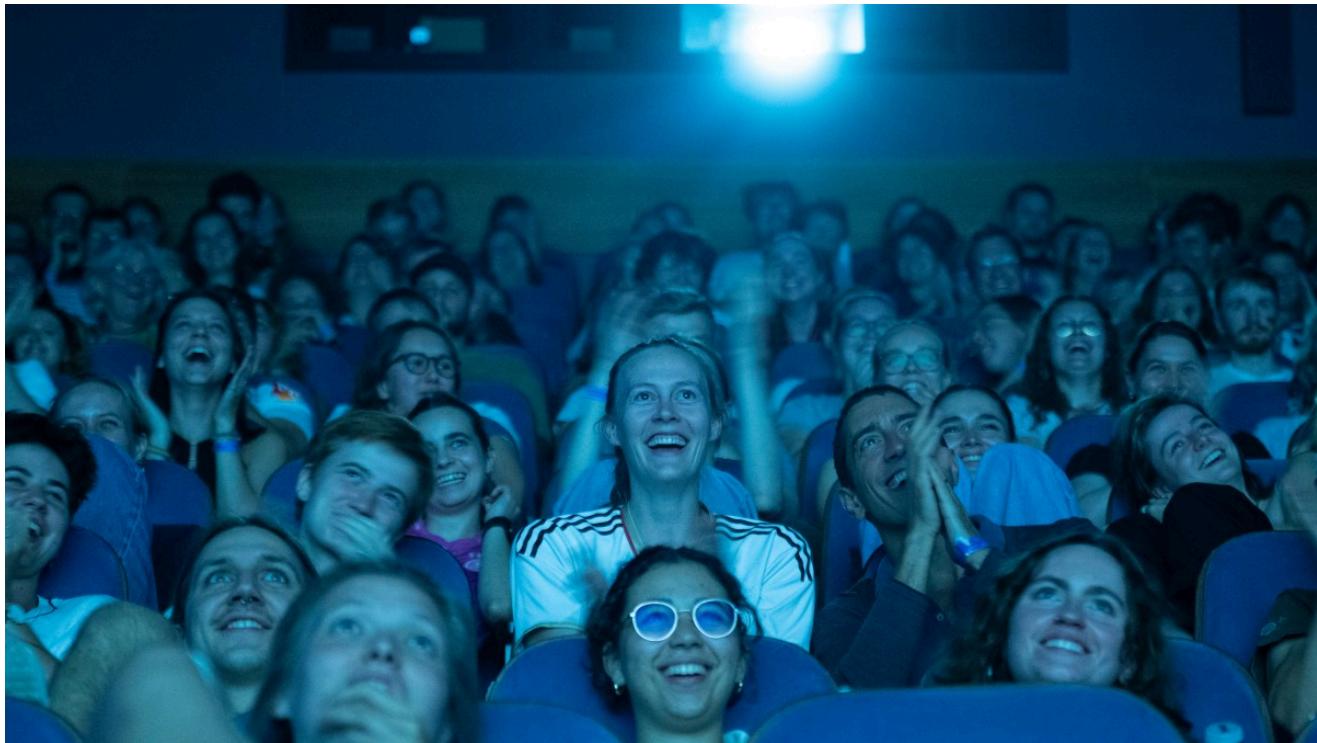


Gen Z Went to Movies the Most Often in 2025

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Spectators in a movie theater
dpa/picture alliance via Getty Images

Who says [Gen Z audiences](#) would rather watch movies at home?

Cinema United, the world's largest exhibition trade association, on Wednesday released the 2025 update to its annual Strength of Theatrical Exhibition report, which analyzes industry metrics beyond mere box office numbers. Takeaways from the report, [which is available via Cinema United's website](#), include how [theaters](#) are building loyalty through innovation and diverse films.

But it also, most notably, shares that Gen Z moviegoer attendance grew by 25 percent over the last 12 months — the highest increase of any age group.

“Weekend box office is important, but a more accurate measure is looking at the industry on an annual basis and considering myriad other factors in the marketplace to get a more complete picture of the strength of the industry,” said Michael O’Leary, president and CEO of Cinema United, in a official statement. “2025 is a perfect example of a year where an inconsistent box office threatens to overshadow other variables that point to a bright future for movies on the big screen.”

Other findings include that 77 percent of Americans (i.e. more than 200 million) saw at least one movie in the theater, and that the number of habitual moviegoers (who see six movies or more a year) was up by 8 percent compared to 2024.

Cinema loyalty programs in North America — think AMC A-List, Cinemark Movie Club, Regal Crown Club — also saw a 15 percent jump in new subscriptions year after year. Loyalty club members in the United States comprise 135 million people, per the study. The increase follows a \$1.5 billion re-investment from the exhibition industry into theaters.

Similarly, the number of wide releases is up year after year, from 94 in 2024 to 111 in 2025 and a projected 115 in 2026.

Gen Z audiences, meanwhile, average 6.1 visits a year, up from 4.9, the highest jump of any age group. Plus, 41 percent of Gen Z audiences went to movies at least six times or more, up from 31 percent in 2022.

The report also underlines what Gen Z is most seeking out in terms of their experience, with immersive moviegoing and unique concessions as the highest priorities. That means Gen Z has bigger screens, bigger sound systems, and more snacks on the brain.

“Movie fans, led by Gen Z, in particular, love coming to the movies and theatre owners are responding by spending over \$1.5 billion upgrading their theatres over the past year in North America alone,” O’Leary continued. “The number of people who saw six or more movies grew a staggering 8% last year, and with the amazing slate of 2026 movies on the horizon, that trend has a chance to continue. Time and time again, consumers show that when investment and innovation combine with a great movie to create a special experience, the theatrical business thrives. That time-tested foundation of our industry remains strong, and we are excited to build upon it toward greater success in the coming year.”