

## 1. General Situation

In January 2025, the Motion Picture Producers Association of Japan (Eiren) made an announcement regarding the Japanese Film Industry Statistics of 2024. The report indicated that the total nationwide theater attendance in 2024 was 144,441,000, 82.9% of that in the previous year (2023) when it was described to have “almost returned to the level of the pre-COVID-19 (Coronavirus Disease 2019) pandemic period.” The total nationwide box office income in 2024 was 206,983,000,000 yen, 93.5% of that in the previous year.

The Japanese domestic film’s box office income in 2024 was 155,800,000,000 yen (105.1% of that in the previous year), making a new record and much larger than that of the highest box office income in the past in 2016 when the Japanese domestic film’s box office income was 148,600,000,000 yen. On the other hand, foreign film’s box office income in 2024, 51,183,999,999 yen, remained 69.8% of that in the previous year; and was approximately 43% of that in 2018 prior to the COVID-19 pandemic period. The ratio of the domestic and foreign film’s box office income was 75.3% vs. 24.7%, showing a larger gap than that in the previous year, demonstrating overwhelming strength of the domestic films.

Animated films, again in 2024, occupied the top part of the box office income list, although not as strikingly as that in the previous year when six out of the top ten films were animated films. In 2024, the box office income of the two films each made more than 10 billion yen including DETECTIVE CONAN: THE MILLION DOLLAR PENTAGRAM (15,800,000,000 yen) and HAIKYU!! THE DUMPSTER BATTLE (11,640,000,000 yen). Forty-one films each made more than 1 billion yen, together occupying 62.9% of the total box office income (66.1% in 2023).

### ■ Number of Theaters and Screens Nationwide

The number of screens in 2024 was 3,709, an increase by 27 from that in 2023. The number of theaters was 594, increased by 2 from that in 2023. During the last 10 years from 2015 to 2024, the number of theaters increased by 15, and the number of screens increased by 242. Multi-screen theaters (Cinema Complex or “Cine-Com”) increased by 22 and by 256 screens, while other types of theaters decreased by 7 and by 14 screens.

Multi-screen theaters have a total of 3,291 screens, 89% of the total number of screens in Japan. Since 2011, the number of multi-screen theaters has been larger than that of other types of theaters. In 2024, there were 363 multi-screen theaters, occupying 61% of the total number, and 231 other types of theaters.

20 years ago in 2005, the number of theaters was 806, then, the number decreased by more than 200 during the following 10 years, and the number of theaters in 2015 was 579. In particular, during the 2 years of theater digitalization from 2011 to 2013, approximately 80 theaters disappeared. In 2024, the number of theaters was 594, not showing much difference during the last 20 years.

There were concerns that the number of closed theaters would increase because of their temporary closing and the decrease of the audiences due to the COVID-19 pandemic. However, the number of the permanently closed theaters during the period of 4 years between 2020 and 2024 was: 13 multi-screen theaters and approximately 40 other types of theaters, not showing a large influence of the COVID-19 pandemic. During the period of 2020-2024, 23 multi-screen theaters opened, and 20 other types of theaters opened (excluding reopened theaters). So far, no particular influence of the COVID-19 pandemic has been shown on the decreased number of theaters.

fig.01

[Graphs and Charts: Changes in Number of Screens \(1993-2023\)](#)

## ■ Attendance and Admissions

In 2024, the Japanese nationwide theater attendance was 144,441,000, 92.9% of that in 2023. The box office income of Japanese domestic films was 155,800,000,000 yen, the largest in its history. On the other hand, the box office income of foreign films was 51,183,000,000 yen, less than that in 2023.

In 2023, Hollywood big films and talked about films were released in Japan, for example, THE SUPER MARIO BROS. MOVIE, AVATAR: THE WAY OF WATER and MISSION: IMPOSSIBLE — DEAD RECKONING PART ONE. In 2024, there were no outstanding films. As for the ones making more than 1 billion yen, the top grossing film was INSIDE HEAD 2 (making 5,360,000,000 yen) and there was no film making more than 10 billion yen.

The average admission price has continued to increase since 2020, and went up to as large as 1,433 yen in 2024. In June 2023, the big multi-screen theater chains, TOHO Cinemas and T-JOY, increased their admission prices to 2,000 yen for general admissions. Since then, other multi-screen theaters also increased their admission prices one by one. Other types of theaters have also increased their admission prices corresponding to the rises of expenses and electricity fees.

fig. 02

[Changes in Number of Attendance \(2014-2023\)](#)

### ■ Changes in Number of Theaters and Screens according to Theater Types

#### — Multi-screen Theaters (Cinema Complex/Cine-Com)

There are 363 multi-screen theaters with 3,291 screens, occupying 89% of the total number of screens (3,709). During the last 10 years, multi-screen theaters increased by 22 and screens increased by 256. During the period from 2000 to 2008, roughly 20-30 multi-screen theaters were added annually, but since 2009, the pace has slowed down. During the period from 2014 to 2021, 5-10 new theaters were added annually.

In 2022, two new theaters, United Cinemas Chichibu (in Saitama) and TOHO Cinemas LaLaport Fukuoka, opened. In 2023, 5 new theaters opened including 109 Cinemas Premium Shinjuku, TOHO Cinemas Susukino, Aeon Cinema Tonami (in Toyama), TOHO Cinemas LaLaport Kadoma (in Osaka) and Cinema Sunshine Iizuka (in Fukuoka). In 2024, 4 theaters opened including Aeon Cinema Shin-Aomori, T-JOY Emiterrace Tokorozawa, Lawson United Cinema STYLE-S Minato Mirai, and 109 Cinemas Yumegaoka (in Kanagawa).

On the other hand, Dinos Cinemas Asahikawa (in Hokkaido), Otsu Alex Cinemas (in Shiga), and Aeon Cinema Nishi-Yamato (in Nara) closed in 2022; and in 2023, Forum Hachinohe and Saku Amu Cinema closed. In 2024, MOVIX Misato (in Saitama) closed.

#### — Conventional Theaters

During the last 10 years, conventional theaters have decreased by 26 and by 60 screens, falling to 62 theaters and 139 screens in 2024. During the period from 2010 to 2014, digitalization in film exhibition spread, and conventional theaters that could not afford big-scale facility investments to change from film projection to digital cinema projection began to close. In 2010, there were 176 theaters, however, in the following 5 years, the number became its half, and in 2020, only 67 theaters survived. Currently, the situation has stabilized.

Among the conventional theaters, more theaters began to present mini-theater-like programs in order to maintain clear differences from multi-screen theater programming. Also, there have been increasing examples of different organizations taking over closed conventional theaters and “new” conventional theaters opened (Cinema Sunrise Hitachi in Ibaraki, Okawa Cinema Hall in Fukuoka, etc.). It has been difficult to sort out theaters in the existing categories of “multi-screen theaters,” “conventional theaters,” and “mini-theaters/repertory theaters.”

## — Mini-Theaters and Repertory Theaters

The total number of mini-theaters and repertory theaters together was 142 theaters with 246 screens; an increase of 31 theaters and 60 screens during the last 10 years.

In 2022~2023, the following mini-theaters opened: Stranger (in Sumida City of Tokyo), Shimokita-Ekimae-Cinema K2 (in Setagaya City in Tokyo). In Masuda City in Shimane Prefecture, Onozawa Cinema started its operation as a reopened venue of once closed theater. Kino Cinema Kobe Kokusai (in Kobe, the former Kobe Kokusai Shochiku), Kino Cinema Shinjuku (taking over EJ Anime Theater), Ogimachi Kinema (in Osaka), Cinema 203 (in Wakayama) and Cinema Post (in Shimonoseki) also opened.

In 2024, the following mini-theaters opened: Kino Cinema Shinsaibashi, Odawara Cinema-kan, and Kimboshi Cinema (in Ito City, Shizuoka). Tsuruoka Machinaka Kinema and Toyo-oka Theater, both of which closed in 2020-2021, reopened in March 2023. Nagoya Cinematheque closed in 2023, however, was revived in 2024 as Nagoya Kinema-Neu.

Different from usual theaters, Jig Theater opened by renovating a former elementary school building in Yurihama-cho Town in Tottori Prefecture and started screenings in July 2021 (one project every month for about 10 days). Out Crop Cinema in Akita City (2021~) and Victory Theater in Maniwa City, Okayama (2022~) opened after renovating old houses. Akaishi Shoten in Ina City, Nagano, opened as a multi-purpose facility including accommodation services (operating around a week in a month). Movements to create a place for screenings, different from the “conventional business” model, should be increasing from now on.

While new screening venues have been created, a number of mini-theaters closed in 2022-2023. In July 2022, Iwanami Hall, a pioneer mini-theater (in Jimbocho, Tokyo), closed. Furthermore, Theatre Umeda which had been leading the mini-theater culture in the Kansai area, closed in September, followed by the closing of repertory theater Ginrei Hall in Tokyo in November, loved by many fans for a long time. In 2023, the old mini-theater in Nagoya City, Nagoya Cinematheque closed as well as Meien Shogekijo. In Kyoto, Kyoto Minami Kaikan closed after its renovation and reopening four years before. In 2024, Cine La Vita in Sendai City and the old theater in Fukuoka, Nakasu Taiyo Cinema, closed.

During the last 10 years, the number of adult film theaters has decreased, falling to one half their previous number. They decreased to 27 theaters and 33 screens.

10 years have passed since the installments of digital cinema projections in theaters and it is about time for many of them to renew their equipment. This requires

a large-scale facilities investment costing close to 10 million yen per projector. Changing to digital cinema projecting has been a heavy financial imposition and theaters also have to respond to the deterioration of their buildings and facilities. Several theaters faced a financial deterioration in 2023, against the conventional belief that they came out of the effects of the COVID-19 pandemic.

Many theaters started a crowd funding and fund-raising activities asking for support for the continuation of their theater operation. In 2024, a project to support mini-theaters, “#Let’s Go To Mini-Theaters,” started by Zenkoren or Japan Association of Theatre Owners. Currently, 7 mini-theaters are engaged in the crowd funding (as of the end of January 2025).

fig. 03

[Changes in Number of Theaters \(Sites\) according to Theater Type](#)

fig. 04

[Changes in Number of Screens according to Theater Type](#)

### ■ Changes in Number of Theaters and Screens according to Region

In 2024, the total number of movie theaters in Japan was 594, increasing by 15 during the last 10 years. Meanwhile, the total number of screens in Japan has increased by 242 to 3,709. In each region, the number of screens has increased.

In all the regions except Kanto Region, populations have decreased. Regions with the greatest decrease include Hokkaido/Tohoku (7.8%) and Chugoku/Shikoku (6.5%), larger than others and they have been decreasing more rapidly. Changes in number of theaters and screens could correspond to changes in population. Furthermore, the uneven distribution of screens and regional unbalances have been increasing yearly.

The number of theaters has been increasing in Kanto, Chugoku/Shikoku and Kyushu/Okinawa. In Kyushu/Okinawa, 6 theaters and 66 screens have been added during the last 10 years. When each region’s ratio of screens to that of population is compared, the ratio in Chubu and Kyushu/Okinawa Regions were 1% higher than that in other regions.

Multi-screen theaters have increased in almost all regions in both the number of theaters and that of screens. In Hokkaido/Tohoku, the number of theaters decreased by one.

The pace of increase has been slow since 2009, compared with that of the period between 2000 and 2008 when 20-30 new theaters opened annually. Nonetheless, during the last 10 years, both numbers have largely increased in some regions: in Kanto (by 11 theaters and 124 screens); in Chubu (by 3 theaters and 37 screens); and in the Kyushu/Okinawa (by 7 theaters and 61 screens). On the other hand, in

Hokkaido/Tohoku, only 2 screens were added, and in Chugoku/Shikoku, 1 theater and 14 screens.

The numbers of non-multi-screen theaters and screens have decreased in almost all the regions. However, the numbers of mini-theaters and repertory theaters together have increased in almost all regions during the last 10 years. During this period, roughly 40 mini-theaters, repertory and conventional theaters together opened. In addition to big cities like Tokyo, Osaka, Nagoya, Kyoto, and Hiroshima, more mini-theaters continued to open in small- and middle-sized cities, towns, and villages whose populations are less than 200,000. These include Naka City (Amaya-za), Ome City (Cinema Neko), Joetsu City (Takada Sekai-kan), Ueda City (Ueda Eigeki/Traum Raise), Ito City (Kimboshi Cinema), Tamba City (Ebisu Cinema), Masuda City (Onozawa Cinema), Shimonoseki City (Cinema Post), Karatsu City (Theater Enya), and Okinawa City (Theater Donuts and Cinema Plaza House 1954), etc..

The number of conventional theaters and that of screens have decreased except in Hokkaido/Tohoku during the last 10 years: in Kanto, the numbers decreased by 6 theaters and 16 screens; in Chubu, by 9 theaters and 15 screens; and in Kinki, by 4 theaters and 19 screens. In 2024, such conventional theaters like Cine La Vita in Sendai City, Shin-Tokorozawa Let's Cine Park, Kichijoji Plaza in Tokyo and Nakasu Taiyo in Fukuoka, closed after having been loved by the local film fans for a long time.

### — Population Scale and Theaters

Among 1,719 local cities, towns and villages, only 303, 18% of these, have movie theaters. In 1,416 local cities, towns and villages, there is no theater. 1,162, 96% of the cities, towns and villages with populations under 50,000, has no theater.

As you see in the map on page 14-15, the areas with no theater have expanded. This may be inevitable; however, it is a serious problem that the inhabitants of certain areas may not be able to enjoy the rights to enjoy culture. In these areas, young children's movie watching experiences are also limited.

On the other hand, there have increasingly been movements to create small-scale movie theaters and regular screening projects in the middle- and small- scaled local cities as we have seen before. This proves to be an important element of local film exhibition movements not only measured by the economic principles such as audience sizes. In order to support such film exhibition activities, assistance programs responding to the actual situations of movie houses are expected.

fig. 05

[Chart: Number of Cities, Towns and Villages with Movie Theaters \(2024\)](#)

fig. 06

[Chart: Changes in Number of Theaters and Screens according to Theater Type in Each Region](#)