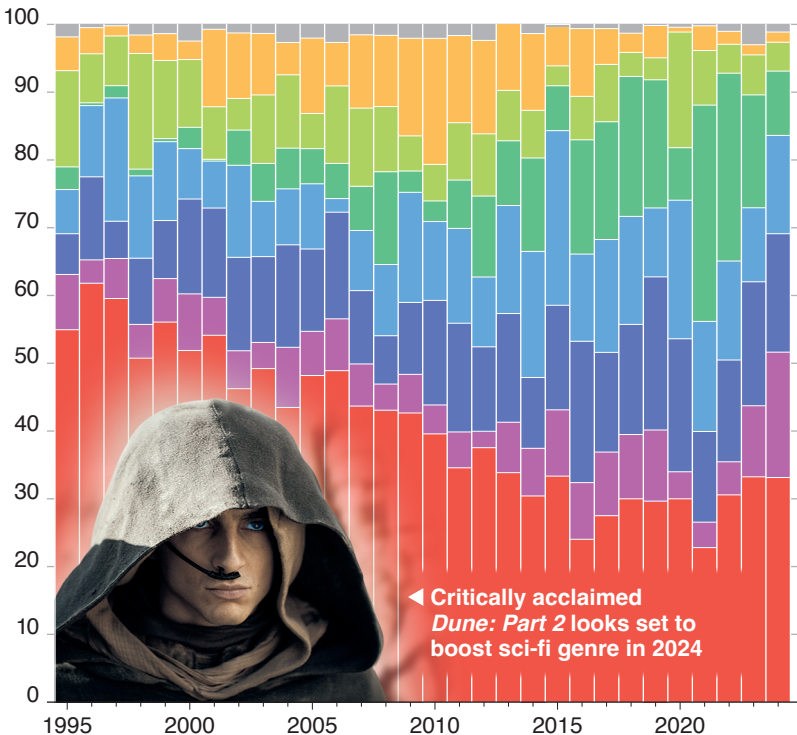


Our changing taste in movies

The past 30 years have seen marked changes at the box office, with dramatisations of novels or real life incidents now gaining in popularity as the taste for fantasy and superhero genres declines

U.S. MOVIE BOX OFFICE MARKET SHARE BY GENRE, 1995-2024 (%)

■ Contemporary fiction
 ■ Dramatisation
 ■ Children's fiction
 ■ Science fiction
 ■ Superhero
 ■ Historical fiction
 ■ Fantasy
 ■ Other



KEY TAKEAWAYS

Contemporary fiction:
Declined **22%** from 1995 to 2024

Dramatisations:
Riding high at **18.7%** – up from **3.6%** in 2021

Superhero movies:
Peaked at **32.1%** in 2021 – down to **9.2%** in 2024

Fantasy films: Fell to **1.6%** in 2024, from high of **18.8%** in 2010