

WE MAKE
MOVIES
BETTER

Kantar Youth Study 2025

Sweden & Finland

ODEON CINEMAS GROUP
An amc company

CINESA

F
Filmstaden

F
Finnkino

ODEON

Uci

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Cinemas are not just about movies, they are about memorable moments, relationships, and immersive personal experiences that can't be replicated at home



About the qualitative study

– online board in Sweden and Finland

Study purpose

With a deeper understanding of the insights into how the younger target group between 13- and 17-years old experiences their latest visits to Filmstaden/Finnkino. The study will create valuable tools to refine and live up to the teen's expectations when visiting Filmstaden/Finnkino.

Time period

11-14 April (3 active days, one extra day to complete the work).

Metod

The survey was conducted via the Forsta digital diary platform.

Target group

The general public (teenagers) living in larger and medium-sized cities and who visit a cinema at least once a year and more (appr once a month)

Sample size

Sweden: 17 participants between 13-17 yrs, mix of age and gender. Cities involved; Stockholm, Uppsala, Göteborg, Malmö, Umeå och Västerås
Finland: 14 participants, between 13-17 yrs, mix of age and gender. Cities involved; Helsinki, Tampere, Turku, Oulu



KANTAR

Key Takeaways- – Kantar Youth study Finland & Sweden

Sweden

Finland



Teenagers **love** to go to movies - it's a unique way to socialize and be able to focus on just that.



Member club specializing on youth with special offerings, loyalty points for visits, redeemable for snacks or discounts.



Theme nights (music, marathon etc), **classics** (Scream, Forest Gump etc) and dress-up occasions are desired.



Offer **more showtimes** e.g. 'after school' shows to a lower price than the ordinary. To capture the target group before they reach their homes. Parents desires a place for the teens to **hang out**. The cinema is considered a safe place.



Price level of tickets and snacks being perceived as too expensive. Snacks are an important part of the cinema experience, and you don't want to be without them. If you don't have money for the snacks, then you skip the visit.



Most interesting movie genres



Fantasy, adventures

Harry Potter

Twilight

Alice in Wonderland

Avengers

The Lord of the Rings

"I like a wide variety of film genres. I love fantasy films."



Comedy & Romance

Mean Girls

Barby

Anybody but you

No hard feelings

"I usually watch comedy movies with my family, and when I watch alone, I usually watch a lot of teen comedy movies, e.g. Mean Girls."



(Teenage) Drama, romance

Myrskyluodon

Maija

The idea of you

It ends with Us

Last of us
10 things I hate about you

"I watch horror, suspense, romance and action"



Action

Ballad of Songbirds and Snakes

Fast and Furious

Mission Impossible

Expedition

"I like action movies the most where a lot of things happen quickly."



Thriller, Crime

Death on Nile

Murder on the Oriental Express

Longlegs

Last stop in Yuma County

"I love detective movies and all kinds of murder-solving stories. They make you wonder who is guilty."



Horror

Scream

Blair Witch Project

Hereditary

Heretic

Us

"I like horror movies the most because they are very exciting, and you don't get bored easily during the movie."



Animated

Inside Out

Moana

IF

The wild Robot

Lilo & Stitch

Spirited Away

"I usually watch animated movies with my sister and friends."



Classics and musicals

Forrest Gump

My Fair Lady

James Dean films

Marlon Brando films

Godfather

The Shining

Friends

Seinfeld

"Classic movie nights at Filmstaden would be great".

Teens are pretty omnivorous when it comes to movies, as long as the plot is good and you don't get bored while watching the movie. If one genre must be chosen, horror seems to be the most popular right now.



The End

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