

**BOX OFFICE REVIEW
THIRD QUARTER
2026****Film Weeks 27-39 | July 3 – October 1**

**Record Results in Q3 2026 Led by
SPIDER-MAN: BRAND NEW DAY and THE ODYSSEY**

By Dick Walsh

In our Screendollars 2026 Third Quarter Preview published three months ago, we predicted that the industry was headed into a very strong quarter. The actual performance of the third quarter went beyond even our most optimistic expectations. Led by Sony's SPIDER-MAN: BRAND NEW DAY and Universal's THE ODYSSEY, Q3 produced record results that lifted the outlook for the entire year.

In our preview, we predicted a quarterly domestic box office of \$2.578B, which would have been a healthy 13% increase over Q3 2025. This would have left the year-to-date box office after three quarters 13% ahead of the total from the same period in 2025, with the year-end box office primed to finish above the \$9B barrier that the industry had lived below throughout the post-pandemic era.

Now in retrospect, we were correct on the direction of movie ticket sales but underestimated the magnitude. Time and again, Q3's results surpassed our projections, with the SPIDER-MAN and ODYSSEY in particular delivering far more than we had anticipated.

To overlook how significantly we - and many others - underestimated Q3 2026 would be to avoid the obvious. The quarter's total box office was extraordinary, and the results of SPIDER-MAN and ODYSSEY were even more remarkable. Glossing over those achievements would be like asking Mrs. Lincoln, "But other than that, how did you enjoy the play?" It would miss the point. Q3 2026 will be remembered as the quarter that broke record after record.

This review examines the consequential milestones that were passed, in comparison to what we had expected. We begin with the two films that were principally responsible for turning a good quarter into a great one.

SPIDER-MAN: BRAND NEW DAY and THE ODYSSEY Broke Individual Film Records



Within the 13 weeks of the third quarter, SPIDER-MAN: BRAND NEW DAY earned \$951.7M and THE ODYSSEY contributed \$619.0M. The two films together added up to \$1,571B, which is 51.5% of all domestic ticket revenue for the period. SPIDER-MAN alone accounted for 31.2%, an extraordinary contribution from a film released on July 31st. Q3 demonstrated the market's considerable capacity when the right films arrive.

Here is how we projected the two pictures would perform in Q3 compared to what actually happened.

		
	SPIDER-MAN: BRAND NEW DAY	THE ODYSSEY
Q3 Actual	\$951.7M	\$619.0M
Q3 Projection	\$700M	\$400M
Difference	+\$251.7M (+26%)	+\$219M (+35%)

While we underestimated these films by a wide margin, we had plenty of company in doing so. In fact, we can't find any prognosticators who went public with pre-release forecasts that had revenues as high as ours.

SPIDER-MAN: BRAND NEW DAY and THE ODYSSEY Forecast Comparisons

FORECASTER	SPIDER-MAN: BRAND NEW DAY	THE ODYSSEY
Screendollars	\$700M	\$400M
The Direct	\$500M	\$350M
Land of the Nerds	\$475M	\$425M
Box Office Jedi	\$640M	\$322M
Rotten Tomatoes	\$445M–\$465M	\$357M–\$377M
Box Office Theory	\$475M–\$655M	\$325M–\$475M

Even the studios behind these films forecasted opening-weekend expectations that were far below the actuals they achieved. SPIDER-MAN: BRAND NEW DAY's opening of \$360.1M was \$165.1M higher than Sony's own \$195M projection, an 84.7% increase over expectations. THE ODYSSEY's \$123.5M debut surpassed the upper end of Universal's projected range of \$80M to \$100M, a 23.5% overperformance. Note that studios are generally loathe to make a public pronouncement of the total box office they expect from an upcoming release.

Both pictures broke a number of all-time records along the way, including the following:

SPIDER-MAN: BRAND NEW DAY and THE ODYSSEY Domestic Box Office Records

SPIDER-MAN: BRAND NEW DAY (thru 10/1/2026)		Previous Recordholder
1	\$951.7M – Highest-grossing film of all time	\$936.9M – STAR WARS: THE FORCE AWAKENS (2015)
2	\$360.1M – Highest-grossing opening weekend in history	\$357.1M – AVENGERS: ENDGAME (2019)
3	\$169.3M – Highest-grossing opening day	\$157.4M – AVENGERS: ENDGAME (2019)
4	\$72.0M – Highest-grossing early preview day	\$60.0M – AVENGERS: ENDGAME (2019)
5	36 days – Fastest to \$900M *	50 days – STAR WARS: THE FORCE AWAKENS (2015)

* SPIDER-MAN: BRAND NEW DAY holds the fastest record for \$400M-\$900M

THE ODYSSEY (thru 10/1/2026)		Previous Recordholder
1	\$147M – Highest-grossing domestic IMAX release	\$125M – STAR WARS: THE FORCE AWAKENS (2015)
2	\$620.5M – Christopher Nolan's highest grossing film	\$536.6M – THE DARK KNIGHT (2008)

It's worth acknowledging that theatre owners, their film buyers and in-theatre management teams helped make these record grosses possible. Their operational decisions resulted in a moviegoing experience that audiences were seeking and more opportunities to attend. Seeing advanced ticket sales soaring in the weeks before the opening of these two films, exhibitors adding more screens and showtimes, scheduled more staff hours and stocked up on concessions and merchandise items. Overflowing demand could have resulted in theatres having to turn customers away during prime viewing hours, and some locations responded by adding more screens and showtimes, even during nontraditional late night hours such as 2:00AM or 3:45AM or in the early morning such as 7:00AM. This advanced planning ensured maximum availability for these massive hits.

Studios rely on exhibitors to maximize earnings on their biggest films. The strength of the partnership between studios and exhibitors was on display with SPIDER-MAN: BRAND NEW DAY and THE ODYSSEY. These films' domestic openings of \$360.1M and \$123.5M demonstrated how exhibitors could accommodate a level of business beyond expectations and without precedent. Studios and filmmakers create compelling features, but maximizing their earnings potential requires theatres to allocate the screens, equipment, and staffing to meet demand and seize the opportunity.

Q3 Far Exceeded Expectations, Breaking Box Office Records

While we expected Q3 to be strong, we did not anticipate the full magnitude of just how well it would do. We estimated a total domestic box office of \$2.578B for the 13 weeks of the quarter, which would have been a healthy 13% increase over last year's Q3. In reality, it produced \$3.0B, which was 30% higher than last year's total.

Riding on the wave of these two very powerful pictures, Q3 set new records for the top-grossing day, weekend, week, month of August and third quarter in history. These figures include total box office for all films playing in theatres and do not account for adjusting dollars from earlier periods to current-day values to account for inflation.



Q3 2026 TOTAL BOX OFFICE RECORDS

Record	New Record and Dates	Previous Record and Dates	Films that Drove the Previous Record
Highest single-day total*	\$191.0M – 7/31/2026	\$170.3M – 4/26/2019	AVENGERS: ENDGAME, with \$157.5M reported for its opening day.
Highest three-day weekend	\$436.4M – 7/31-8/2/2026	\$402.0M – 4/26-4/28/2019	AVENGERS: ENDGAME, which contributed \$357.1M; CAPTAIN MARVEL was second with \$8.3M.
Highest seven-day week	\$637.3M – 7/31-8/6/2026	\$534.8M – 4/26-5/2/2019	AVENGERS: ENDGAME, which supplied \$473.9M of the week's business.
Highest-grossing August	\$1,267.7B – 8/1-8/31/2026	\$1,019.2B – 8/1/31/2016	SUICIDE SQUAD, which generated \$286.4M during that month.
Highest-grossing Q3	\$3,049,097,195	\$2,978,884,035	THE SECRET LIFE OF PETS led the quarter with \$364.6M earned during those three months.

* The day totals include the Thursday advance showings in both cases.

The Top 10 Films Performed Better Than We Had Expected

The total for the Top 10 movies was boosted by the record-breaking results from the top 2, which earned a whopping \$472M more than we had expected. Outside of that, the other 8 movies in the Top 10 performed as we had expected. We did not expect TOY STORY 5 to continue to perform as well as it did throughout the quarter, good enough to finish in fourth place in the quarter despite having opened on June 19th. RESIDENT EVIL opened better than we had expected and COYOTE VS. ACME was able to find its audience after it was plucked from Warner Bros.' ash heap by Ketchup Entertainment.

TOP 10 FILMS Q3 2026**Actual vs. Projected**

Q3 2026 (Actual)			Q3 2026 (Estimated)		
Rank & Title	Release Date	Quarter Total	Rank & Title	Release Date	Quarter Total
1. SPIDER-MAN: BRAND NEW DAY (SON)	7/31	\$952M	1. SPIDER-MAN: BRAND NEW DAY (SON)	7/31	\$700M
2. THE ODYSSEY (UNI)	7/17	\$619M	2. THE ODYSSEY (UNI)	7/17	\$400M
3. MINIONS & MONSTERS (UNI)	7/1	\$183M	3. MINIONS & MONSTERS (UNI)	7/1	\$225M
4. TOY STORY 5 (DIS)	6/19	\$161M	4. MOANA (DIS)	7/10	\$180M
5. MOANA (DIS)	7/10	\$126M	5. INSIDIOUS: OUT OF THE FURTHER (SON)	8/21	\$85M
6. RESIDENT EVIL (SON)	9/25	\$112M	6. EVIL DEAD BURN (WB)	7/10	\$80M
7. INSIDIOUS: OUT OF THE FURTHER (SON)	8/21	\$65M	7. THE DOG STARS (DIS)	8/28	\$70M
8. PRACTICAL MAGIC 2 (WB)	9/11	\$61M	8. PRACTICAL MAGIC 2 (WB)	9/11	\$65M
9. COYOTE VS. ACME (KETC)	8/28	\$59M	9. PAW PATROL: THE DINO MOVIE (PAR)	8/14	\$60M
10. THE END OF OAK STREET (WB)	8/14	\$54M	10. THE END OF OAK STREET (WB)	8/14	\$55M
Total		\$2.392B	Total		\$1.920B
Change Estimated vs. Actual		+ \$472M			



Universal Surges in Q3 to Take the Lead in Distributor Market Share

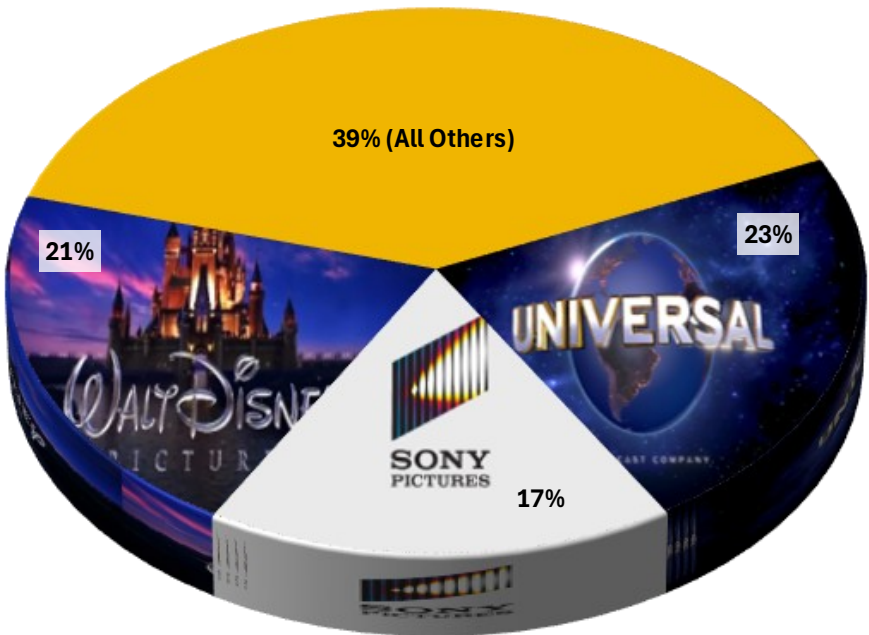
In our Q3 Preview, we had predicted that Disney and Universal would end the quarter with a virtual tie in distributor market share, each having 22% of the year-to-date domestic box office. We expected Sony to finish third with approximately 13%. As with everything else in the quarter, the actual results were skewed by the unexpectedly strong performances of SPIDER-MAN and ODYSSEY. Here is a comparison of the amounts we expected and what actually occurred.

Projected vs. Actual

	Projected	Actual
Universal	22%	23%
Disney	22%	21%
Sony	13%	17%

ODYSSEY’s strength translated to in a 1% higher-than-expected market share for Universal and SPIDER-MAN’s record-setting run pushed Sony’s market share up by 4% over expectations. Amidst the fireworks, Disney was remarkably resilient with only a 1% shift below where we had predicted they would finish.

Distributor Market Share through 2026 Q3



CONCLUSION

The third quarter of 2026 was a landmark for North American exhibitors, generating box office totals that were nearly 30% ahead of last year’s third quarter. The \$679M year-over-year increase established a new record for third quarter box office and a powerful vote of confidence in theatrical moviegoing. After years of rebuilding, the industry showed how much a compelling slate of movies can drive business.

SPIDER-MAN: BRAND NEW DAY and THE ODYSSEY led the way by earning \$951.8M and \$619.0M respectively. Their combined box office of \$1.571B withing the 13 weeks of the quarter amounted to 51.5% of the \$3.0B total box office for all films. This reveals both the strength of the quarter and the challenge of sustaining it. Two exceptional attractions lifted the entire industry, but sustained performance over time requires more films to share the load.



Their success also underscored the importance of the theatrical experience. Moviegoers seeking out IMAX and other premium large formats made the presentation itself part of the event. Towering screens, immersive sound and superior image quality gave audiences reasons to pay more, travel farther and arrange their plans to experience these movies in a “preferred” auditorium. For those customers, where and how they watched mattered almost as much as what they watched.

Theatre owners helped translate that enthusiasm into record grosses. Available screens, additional showtimes and the flexibility to accommodate surging demand were essential to capturing the opportunity that these films presented. For studios, the results strengthen the case for investing in movies whose scale and spectacle make theatrical viewing especially compelling. The challenge going forward will be to maintain a flow of new films that span genres and audiences, punctuated with blockbusters that drive the bottom line. Q3 demonstrated the industry’s commercial potential; a broader slate will help sustain it.

The year’s fourth quarter could play out as a déjà vu of the third quarter. On December 18th, both AVENGERS: DOOMSDAY and DUNE: PART THREE will open, representing another pair of major studio releases that could drive record-setting box office results.

