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Why Popcorn Costs So Much

And, of course, why popcorn costs so much at the movies. Fun but also illuminating on the power of markets to value your time and the products and services you purchase. Why Popcorn Costs So Much At the Movies, And Other Pricing Puzzles makes pricing theory interesting!"

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(Hugh Hewitt, June,
2008)

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Why Popcorn Costs so
Much at the Movies is a
romping good time for
those interested in
pricing theory at a
microeconomic level.
You definitely have to
be an economist to
enjoy this one but if
you are the wit, humor

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and various pricing
games are a delight
and make you think
strategically about a
number of pricing
issues.

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July 25, 2008— --

Taking in a blockbuster
movie this summer will
cost you \$12. But the
small bucket of
popcorn you enjoy

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while you're watching
will cost around \$5.50

— that's more per
ounce ...

Puzzles

Why Does Theater Popcorn Cost So Much? - ABC News

Why Does Movie
Popcorn Cost So Much?

A marketing professor
says the high price of
popcorn at most movie
theater concession
stands actually
benefits moviegoers.

December 1, 2009 | by

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Marguerite Rigoglioso.
Email. Movie theaters are notorious for charging consumers top dollar for concession items such as popcorn, soda, and candy.

Why Does Movie Popcorn Cost So Much? | Stanford Graduate ...

Richard McKenzie, a professor at the University of California, Irvine, determined that

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it costs the average theater around \$0.90 to produce a bag of popcorn. At \$7.99, that's a 788% markup. Including the cup and a free refill, that \$5.99 soft drink costs a theater \$0.91 (a 558% markup); candy, which can be purchased wholesale for ~\$1.16, isn't far behind.

Why is movie theater popcorn so outrageously

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expensive?

To say it is where the theater owners make their profits is definitely true, but begs the question of why they don't make the profits from ticket sales and sell more popcorn at closer to cost? Eating popcorn is certainly part of the experience of going to the movies [it began in the 1930s if memory serves], and people will pay for it, yet this

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explanation is still
incomplete.

**Why is movie
theater popcorn so
expensive?**

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by Richard B.

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Why popcorn costs so
much at the movies --
Differential theater
ticket prices -- Uniform
popcorn prices -- The
high price of theater

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cost of theater popcorn
- on the margin!

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popcorn so expensive
at the movies? Very
highly paid A-list stars,
excessive marketing
costs for movies
responsible for higher

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ticket and food prices
at the multiplexes. And

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the real reasons are
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hands, both
informative and

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entertaining. You won't need a degree in economics to enjoy this fascinating book, ...

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Why Popcorn Costs So Much at the Movies
Richard D. McKenzie In Chap. 9, we noted how many product prices advertised in Fry's Electronics full-page multicolor newspaper

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ads ended with 9, such
as ...

**Why Popcorn Costs
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Movie theaters are notorious for charging consumers top dollar for concession items such as popcorn, soda, and ... Why Does Popcorn Cost So Much at the Movies? (2008, February 22 ...

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**Why Does Popcorn
Cost So Much at the
Movies?**

Why does that popcorn cost so much? Think you'd like to run a movie theater? Better butter up on snack sales. March 12, 2002: 2:07 PM EST By Annelena Lobb

**Why does that
popcorn cost so
much? - CNN
Business**

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Puzzles shows you that
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hands, both
informative and
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fascinating book, ...

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So why are these theatre operators able to charge such a high mark-up? More importantly, why are so many Singaporeans who are willing to brave long overnight queues to save a few dollars at sales so willing to grossly overspend to buy a \$10 popcorn and soda combo? Revenue Share Between Movie Studios, Distributors &

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Theatre Operators
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**Why Is Popcorn So
Expensive At
Cinemas?**

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**Why Popcorn Costs
So Much at the
Movies : Richard B**

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Why Are Popcorn,
Candy, and Soda So
Expensive at the Movie
Theaters? An Insider
Debunks the Myths.

04/22/2015 02:42 pm

ET Updated Dec 06,

2017 ... The film cost
was then calculated on
the basis of 90% of the
adjusted gross (Gross -
allowance) and
compared with a
minimum deal for the
week.

Why Are Popcorn,

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**Candy, and Soda So
Expensive at the
Movie ...**

Why do cinemas charge so much for popcorn? Wouldn't they make more money if they lowered the price because, presumably, many more people would purchase it for \$4 instead of \$7? - Basil Utter ...

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