

9 December 2025
 CULTURE STATISTICS - 2024

PRICES IN CULTURAL SERVICES INCREASED 8.7% IN 2024

The prices of cultural services increased by 8.7% compared to 2023, with notable rises in the prices of museums, libraries and zoos (+13.5%), photographic services (+12.5%), and cinema, theatre and concerts (+4.3%).

In 2024, 44,941 live performance sessions were held (+5.0%), attended by 18.6 million spectators (+8.6%). A total of 7.6 million tickets were sold (+4.3%), generating €206.4 million ticket revenues (+9.1%).

Cinema held 551.5 thousand sessions (+1.6%), with 11.9 million spectators (-3.6%) and €73.3 million box office revenues (+0.5%).

The museums had 19.4 million visitors (+7.6%), of which 9.4 million were foreign visitors (+8.9%).

In 2024, periodical publications' total circulation (437 newspapers and 423 magazines) was 545.8 million, of which 51.9% belonged to magazines and 48.1% to newspapers. A total of 11,615 books were printed (provisional data), representing a decrease of 14.3% compared with 2023.

The 79,706 enterprises of cultural and creative activities, in 2023, generated €8.8 thousand million turnover (+8.2%) and €3.3 thousand million of Gross Value Added (+11.3%).

In 2024, the imports of cultural goods surpassed the exports, leading to a deficit in the trade balance of €268.8 million (with €513.7 million in imports and €244.8 million in exports).

The Local Government's expenditures on cultural and creative activities reached €772.7 million, corresponding to an increase of €87.9 million when compared to 2023 (+12.8%).

In 2024, cultural employment was estimated at 197,0 thousand people, representing 3.9% of total employment. The gross monthly earnings per employee in cultural and creative activities was €1,586 (more 6.0% than in 2023).

Statistics Portugal releases on its website – www.ine.pt – the publication “Culture Statistics 2024”. The publication includes statistical information on several cultural themes: education; employment; Consumer Price Index on cultural goods and services; enterprises of the cultural and creative sector; international trade on cultural goods; cultural participation; cultural heritage; art galleries; books and periodical publications; cinema; live performances; video distribution; broadcasting; expenditures of cultural and creative activities by municipalities.



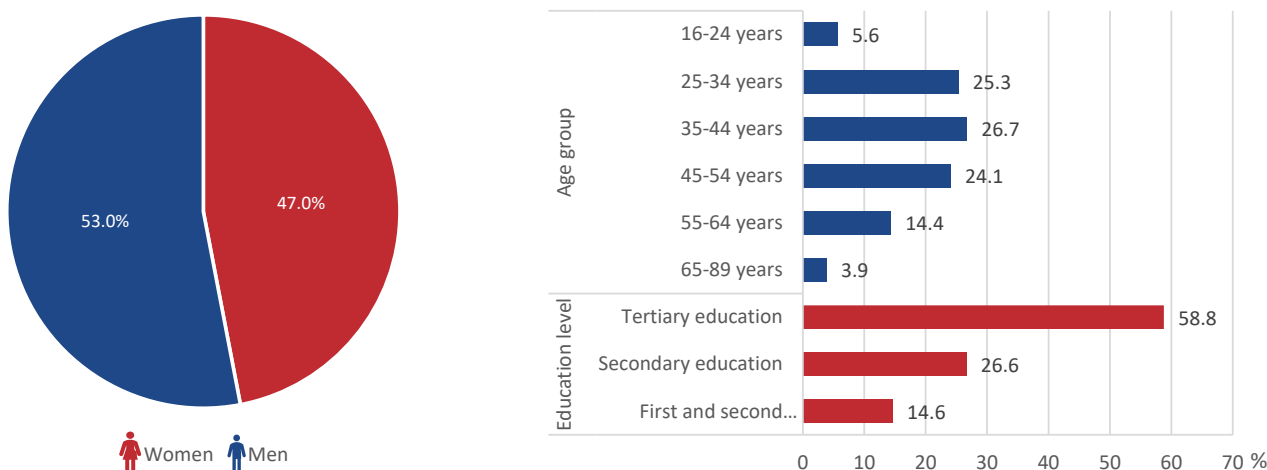
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THE CULTURAL EMPLOYMENT REPRESENTED 3.9% OF THE EMPLOYED POPULATION

In 2024, according to the results of the Labor Force Survey, cultural employment¹ was estimated at 197.0 thousand people, representing 3.9% of the total employed population and was characterized by being composed of more males, younger and more educated than the one in the total employment.

Figure 1

CULTURAL EMPLOYMENT, BY SEX, AGE GROUP AND COMPLETED LEVEL OF EDUCATION, 2024



Source: Statistics Portugal, Labor Force survey.

In 2024, 29.5% of cultural employment were self-employed, 85.4% worked full time, 56.2% had a permanent occupation, and 91.7% had only one occupation (without secondary activity). For the total economy, the proportions for each of these situations were, respectively, 14.4%, 91.6%, 84.1%, and 94.8%.

¹ Cultural employment is calculated considering:

a) Cultural activities (NACE Rev.2): 181, 182, 322, 581, 591, 592, 601, 602, 741, 742, 743, 900, 910.

b) Cultural occupations (CPP-10):

- For the years 2011 to 2020 (CPP-10; 3 digits): 216, 262, 264, 265.
- Since 2021 (CPP-10; 4 digits): 2161, 2162, 2163, 2164, 2165, 2166, 2353, 2354, 2355, 2621, 2622, 2641, 2642, 2643, 2651, 2652, 2653, 2654, 2655, 2656, 2659, 3431, 3432, 3433, 3435, 3521, 4411, 7312, 7313, 7314, 7315, 7316, 7317, 7318 and 7319, no longer being possible direct comparison of 2021's series with the 2011-2020's series estimates.

The estimates from 2020 to 2022 were revised following the revision of the results of Labor Force Survey 2nd quarter of 2020 to the 2nd quarter of 2023. For a more detailed information it is suggested the consultation of the explanatory note in Press release "Employment statistics – 3rd quarter of 2023" available at Statistics Portugal's website.

CULTURAL SERVICES PRICES ROSE BY 8.7%, NOTAVBLY MUSEUMS, LIBRARIES AND ZOOS (+13.5%), PHOTOGRAPHIC SERVICES (+12.5%) AND CINEMA, THEATRE AND CONCERTS (4.3%)

In 2024, the Consumer Price Index (CPI) for cultural goods and services decreased by 0.3% compared to the previous year. This change resulted from a decrease in the price of the equipment for the reception, recording and reproduction of sound and pictures (-5.5%) and information processing equipment (-5.3%), which surpassed the increase in the prices of the cultural services (+8.7%).

In cultural services, the rise in prices at museums, libraries, and zoological gardens (+13.5%), of photographic services (+12.5%), and of cinema, theatres and concerts (+4.3%) stood out. For books and for newspapers and other periodical publications, the prices rose by 2.6% and 2.3%, respectively.

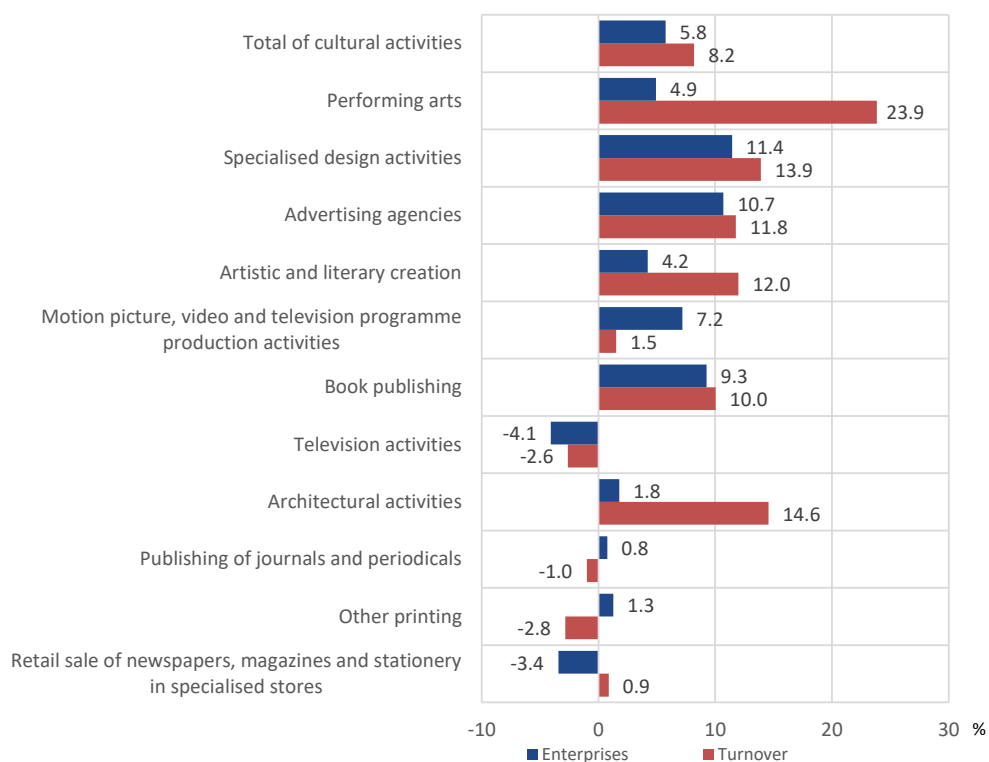
THE NUMBER OF ENTERPRISES IN THE CULTURAL AND CREATIVE SECTOR INCREASED 5.8% AND THE TURNOVER INCREASED 8.2%

According to data from the Integrated Business Accounts System, in 2023, the total number of enterprises in the cultural and creative sector reached 79,706, representing 4,336 more enterprises than in 2022 (+5.8%).

The activities that recorded the highest increases in the number of enterprises were the specialized design activities (+1,065), performing arts (+975), advertising agencies (+608), photographic activities (+545), and artistic and literary creation (+280), which together accounted for more 3,473 new enterprises in 2023.

The turnover of enterprises in the cultural and creative sector increased by 8.2%, reaching €8.8 thousand million in 2023 (more €665.7 million than the previous year). The activities that recorded the largest increases were advertising agencies (+€136.5 million), performing arts (+€132.6 million), retail sale of books in specialised stores (+€101.0 million), architectural activities (+€94.5 million), and specialised design activities (+€70.2 million).

Figure 2

ANNUAL CHANGE IN THE NUMBER OF ENTERPRISES AND TURNOVER OF SOME ACTIVITIES IN THE CULTURAL AND CREATIVE SECTOR, 2023


Source: Statistics Portugal, Integrated Business Accounts System.

COMPUTER GAMES ACTIVITIES WITH THE HIGHEST GROSS MONTHLY EARNINGS PER EMPLOYEE (€3,360). RENTING OF VIDEO TAPES AND DISKS WITH THE LOWEST (€894)

The total gross monthly earnings per employee in the activities of the cultural and creative sector, in 2024, were €1,586, with the regular component of this remuneration amounting to €1,305, corresponding to increases of 6.0% and 5.6% compared to the previous year, respectively. The base component increased to €1,227 (+6.0%).

In the economy as a whole, the average total gross earnings were higher (€1,604), while the regular component (€1,295) and the base earnings (€1,213) were lower. All three types of earnings increased when compared to 2023 (6.4%, 6.5%, and 6.1% respectively).

Table 1

AVERAGE GROSS MONTHLY EARNINGS PER EMPLOYEE (TOTAL, REGULAR AND BASE) IN THE TOTAL OF ECONOMY AND IN THE CULTURAL AND CREATIVE SECTOR²

Year	Total economy			Cultural and creative sector		
	Total gross earnings	Regular gross earnings	Base gross earnings	Total gross earnings	Regular gross earnings	Base gross earnings
	Euros			Euros		
2024	1,604	1,295	1,213	1,586	1,305	1,227
2023	1,507	1,216	1,143	1,497	1,236	1,158
2022	1,412	1,141	1,070	1,417	1,169	1,092
2021	1,362	1,106	1,039	1,363	1,131	1,055
2020	1,315	1,073	1,009	1,304	1,087	1,014

Note: The total earnings received in a year (includes holiday and Christmas allowance) divided by the number of months worked (a full year of work determines the division of the total earnings received in the year by 12).

Source: Calculations and analysis performed by Statistics Portugal on the information from the Monthly Statement of Earnings (Declaração Mensal de Remunerações) from Social Security (DMR/SS) and the Contributory Relation (Relação Contributiva) of Caixa Geral de Aposentações (RC/CGA).

In the cultural and creative sector enterprises, publishing of computer games activities stood out with the highest average gross monthly earnings per employee (€3,360). The lowest average gross monthly earnings per employee was recorded in renting of video tapes and disks (€894).

CULTURAL GOODS TRADE BALANCE DEFICIT DECREASES BY €19.4 MILLIONS

According to the International Trade data, in 2024, the cultural goods trade balance was negative in €268.8 million (€19.4 million less than in the previous year).

Exports of cultural goods reached €244.8 million, corresponding to an increase of 6.6% from the previous year. The main exported goods continued to be jewellery (39.2%), followed by craft-handmade fabrics and ornamental articles (36.8% of total) and books (7.3%), which, together, accounted for 83.3% of the total value of cultural goods exports.

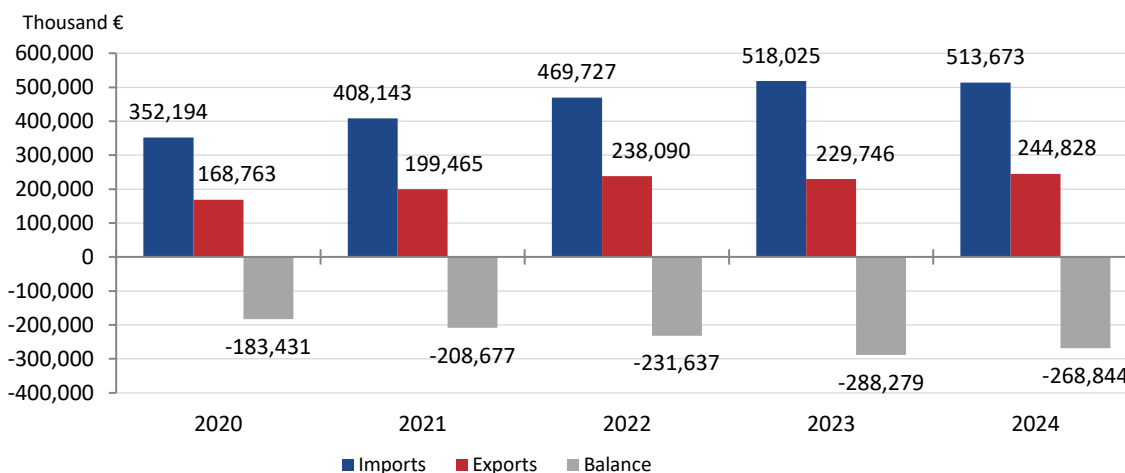
The imports of cultural goods were €513.7 million, which corresponded to a decrease of 0.8% from 2023. The main cultural goods imported continued to be jewellery (34.3% of the total), books (15.8%), audio-visual goods and Interactive media (13.3%), accounting, together, for about 63.5% of the total value of imported cultural goods.

The European Union (EU-27) remained the most important commercial partner: 87.3% of imports of cultural goods and 69.7% of exports came from and went to EU countries, respectively.

² includes the following classes of activities of NACE Rev.2: 1811, 1812, 1813, 1814, 1820,3212, 3220, 4761, 4762, 4763, 5811, 5813, 5814, 5821, 5911, 5912, 5913, 5914, 5920, 6010, 6020, 6391, 7111, 7311, 7410, 7420, 7430, 7722, 8552, 9001, 9002, 9003, 9004, 9101,9102, 9103.

Figure 3

INTERNATIONAL TRADE ON CULTURAL GOODS AT CURRENT PRICES, 2020-2024



Source: Statistics Portugal, International Trade Statistics.

AROUND 82% OF INTERNET USERS INDICATED HAVING READ NEWS IN ONLINE NEWSPAPERS, MAGAZINES, OR OTHER WEBSITES OF INFORMATION IN 2024

In 2024, 82.1% of internet users (people aged between 16 to 74 years old) indicated having read news in online newspapers, magazines, or other websites of information, following an increase of 2.4 percentage points (p.p.) compared to 2023. In the 3 months before the interview, 71.7% listened to music over the internet (-0.9 p.p.), and 49.8% watched television online (+2.4 p.p.).

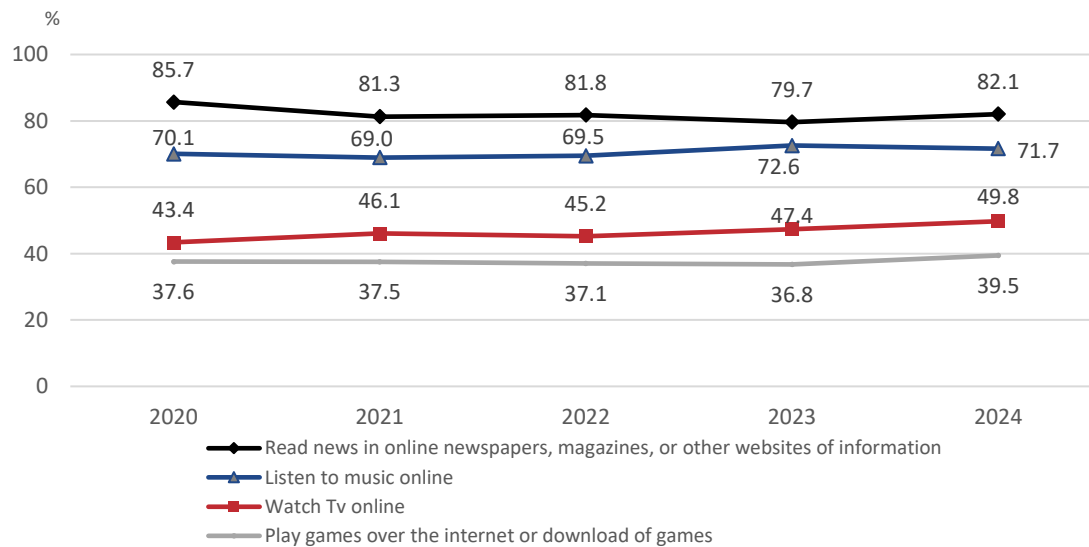
The proportion of people who played over the internet or downloaded games was 39.5% (more 2.7 p.p. than in 2023).

Regarding e-commerce of cultural goods and services³, the following results stand out for 2024: 43.4% of internet users indicated having purchased films and music (physical and digital products, as well as streaming), and 37.7% having purchased tickets to cultural and sports events.

³ Cultural goods and services included in the survey: Books, magazines, and newspapers (paper and digital, as well as online subscriptions); Films and music (physical and digital products, as well as streaming) and Tickets to cultural and sports events. For more information related to the breakdown of the categories, refer to the technical note.

Figure 4

PROPORTION OF PEOPLE AGED BETWEEN 16 TO 74 YEARS OLD WHO USED INTERNET FOR CULTURAL ACTIVITIES, IN THE PRIOR 3 MONTHS TO THE INTERVIEW, 2020-2024



Source: Statistics Portugal, Survey on ICT Usage in Private Households.

MUSEUMS' VISITORS REACHED 19.4 MILLION, 1.4 MILLION MORE THAN IN THE PREVIOUS YEAR

In 2024, the total number of visitors of the 475⁴ museums were 19.4 million, representing an increase of 1.4 million (+7.6%) compared to 2023. Regardless of the recovery, the number of visitors was still lower than that recorded in pre-pandemic COVID-19 years (19.8 million in 2019).

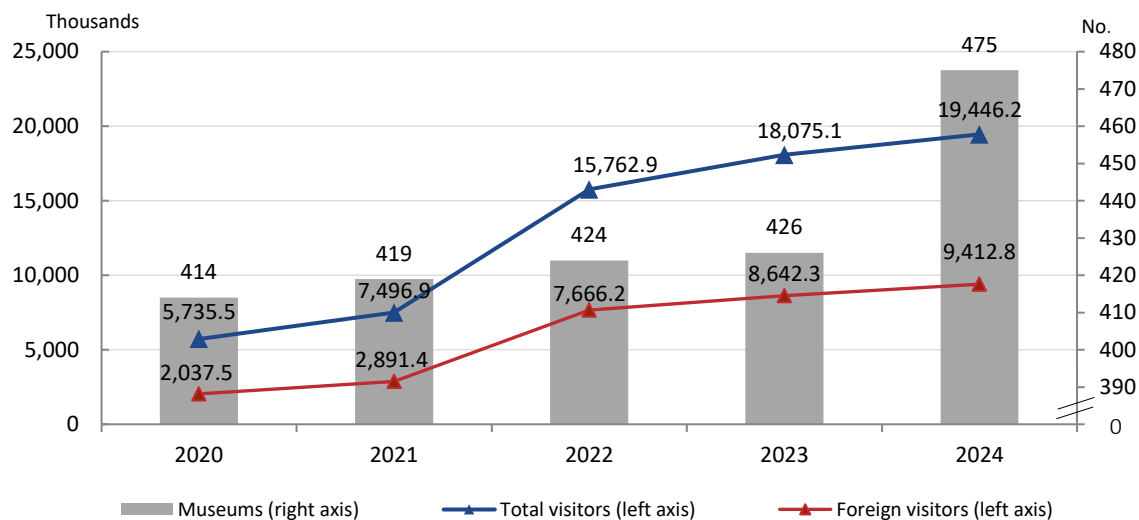
The number of foreign visitors reached 9.4 million (770.5 thousand more than the previous year), representing 48.4% of total visitors.

School group's visitors totalled 1.5 million, less 65.9 thousand (-4.2%) than in 2023.

⁴ The entities considered fulfil the five qualifying criteria adopted (refer to the technical note).

Figure 5

MUSEUMS (NO.), VISITORS, TOTAL AND FOREIGN (THOUSANDS), 2020-2024



Source: Statistics Portugal, Museum's Survey.

TEMPORARY EXHIBITIONS WITH MORE 15.7% AUTHORS AND 5.5% WORKS EXHIBITED

The art galleries and other temporary exhibition spaces (983, in 2024) held 6,523 temporary exhibitions (more 1.7% than in 2023), in which 61,249 authors (+15.5%) exhibited a total of 270,656 works (+5.5%).

Of the total exhibited works, the following stood out: painting (16.6%), photograph (13.7%), documental (12.2%), collection (9.1%), drawing (8.8%), commemorative (8.0%), and decoration/handicraft (7.3%).

THE NUMBER OF BOOKS EDITED-PRINTED DECREASED BY 14.3%

In 2024 (provisional data), 11,615 books⁵ were edited-printed, of which 10,106 were first editions (87.0%) and 1,509 were reissues (13.0%). Of the total books, 8,636 (74.4%) were published in the original language and 2,967 (25.5%) were translations.

Compared to the previous year, edited-printed books decreased by 14.3% (in 2023 had registered an increase of 3.0%), resulting from a 17.7% decrease in reissues and a 13.8% decrease in the number of first editions.

⁵ According to the National Library of Portugal having as source based on the attribution of the Legal Deposit Number.

PAID CIRCULATION HIGHER IN NEWSPAPERS AND MAGAZINES WITH PRINTED EDITION AND FREE CIRCULATION DOMINANT IN ELECTRONIC PUBLICATIONS

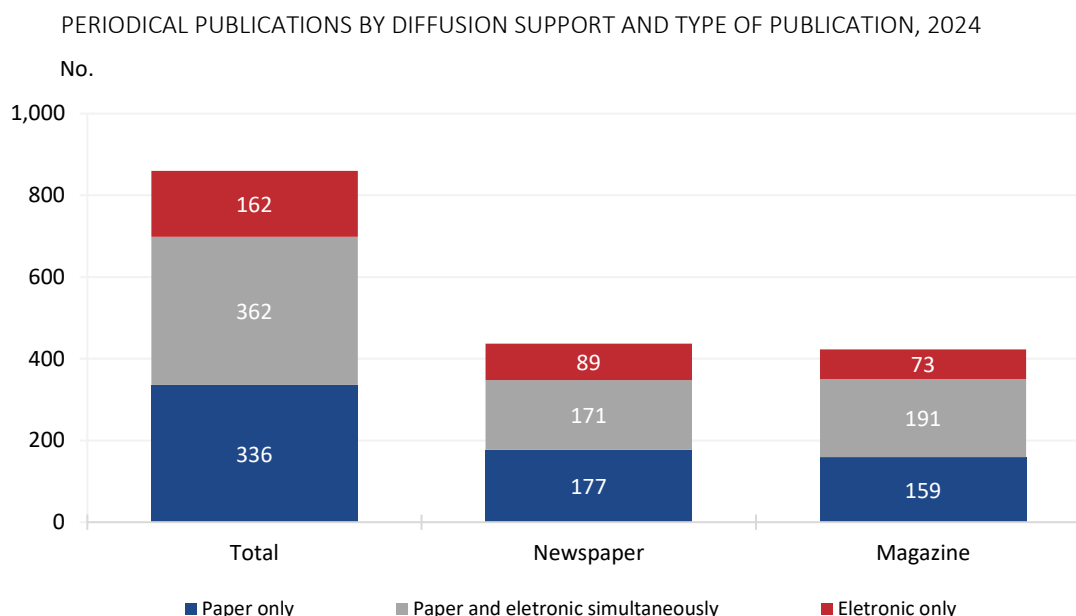
In 2024, of the 860 periodical publications, 437 were newspapers and 423 were magazines, representing 50.8% and 49.2%, respectively, of the total publications. In the same year, 42.1% of the periodical publications were distributed in “paper and electronic simultaneously”, 39.1% in “paper only” support, and 18.8% had “electronic only” as diffusion support.

The total circulation (includes the total of sales, subscriptions and offers of printed and electronic) of periodical publications reached 545.8 million, of which, 51.9% were magazines and 48.1% were newspapers.

The largest proportion of the total paid circulation corresponded to newspapers and magazines, with printed edition with 76.3 million (78.3%). Only 5.3 million of the paid circulation (1.0%) were of periodical publications with electronic edition.

In 2024, the total revenues and expenses of the periodical publications amounted to €241.3 million and €167.3 million, respectively. The main sources of revenue were paid circulation (52.3%) and advertising (45.4%).

Figure 6



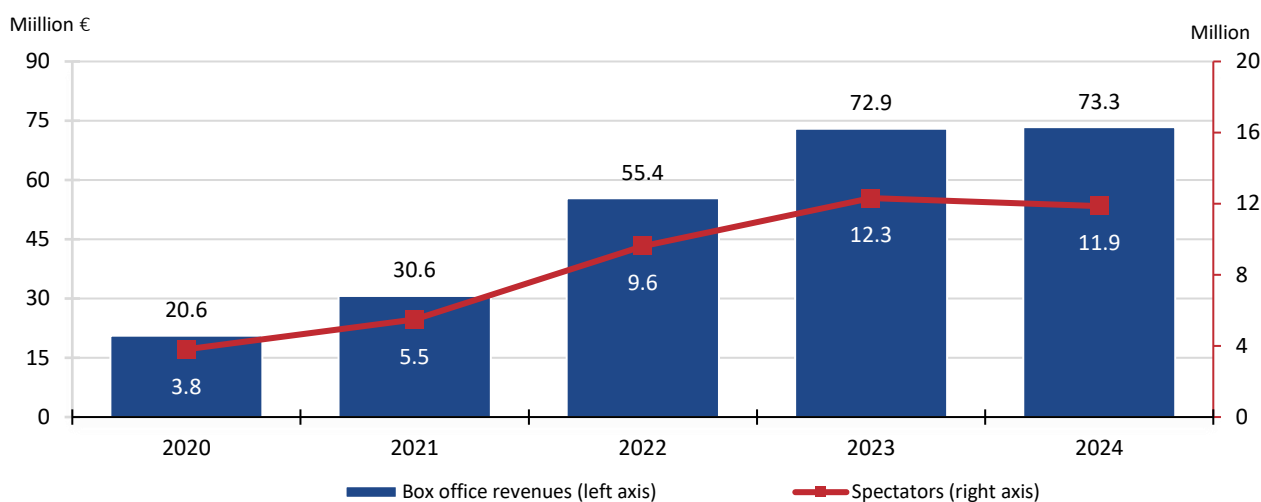
Source: Statistics Portugal, Periodical Publications Survey.

CINEMA WITH LESS 441.5 THOUSAND SPECTATORS AND MORE €400.4 THOUSAND OF BOX OFFICE REVENUES

In 2024, 551,508 movie sessions were held, with a total of 11.9 million spectators and €73.3 million box office revenues. Compared to 2023, there were 8,911 more sessions (+1.6%), although the number of spectators decreased by 441.5 thousand (-3.6%), and the box office revenues increased by €400.4 thousand (+0.5%).

Figure 7

CINEMA SPECTATORS AND BOX OFFICE REVENUES, 2020-2024



Source: Cinema and Audio-visual Institute, ICA, I.P.

In 2024, there was a predominance of co-productions films, with 48.0% of cinema sessions, 51.2% of spectators, and 51.0% of box revenues. North American movies accounted for 40.2% of sessions, 40.1% of spectators, and 40.7% of box office revenues.

Still in 2024, 191 Portuguese films were exhibited, corresponding to 4.7% of sessions, 4.3% of spectators, and 4.0% of box office revenues.

MORE €17 MILLION IN TICKET REVENUES AND 1.5 MILLION SPECTATORS IN LIVE PERFORMANCES

In 2024, there were 44,941 live performances (more 2,149 than in 2023) with a total of 18.6 million spectators (17.1 million in 2023), of which 7.6 million with paid tickets (+4.3%), generating €206.4 million in ticket revenues (€189.2 million in 2023).

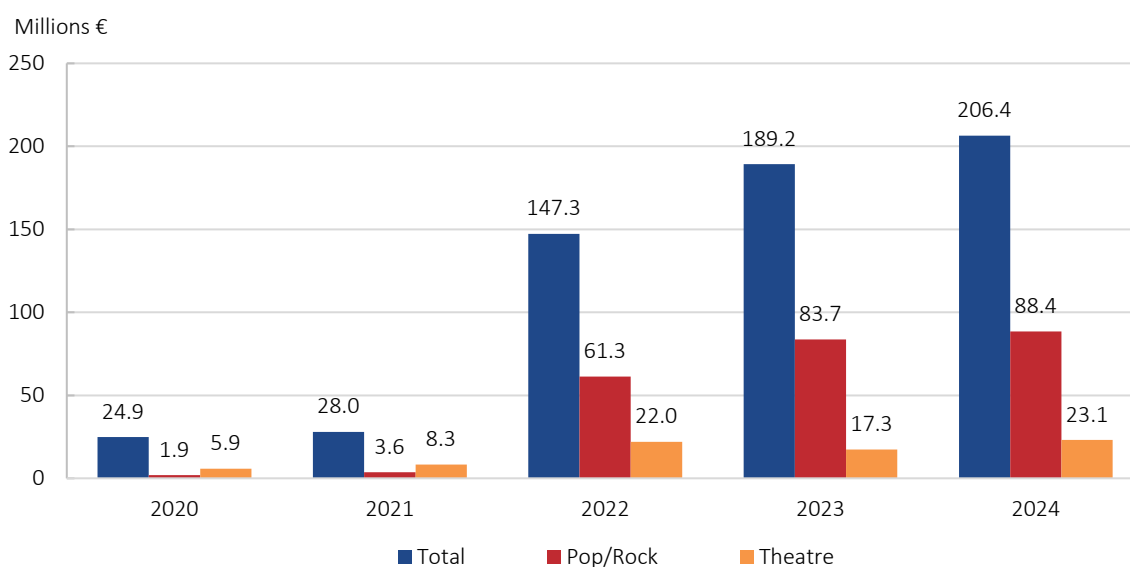
Music was the modality with the highest number of sessions (38.4% of the total), spectators (57.8%), and ticket revenues (79.0%). Pop/rock stood out as the most popular modality in terms of spectators and ticket revenues from all live performances. In 2024, 2,762 pop/rock sessions were held, with 4.6 million spectators, of which 2.0 million were paid

tickets, originating €88.4 million in ticket revenues. Compared to the previous year, there were more 623.7 thousand spectators, and more €4.8 million in ticket revenues.

Theatre was the modality with the second highest number of sessions. In 2024, there were 16,047 sessions (35.7% of the total), with 2.3 million spectators, generating €23.1 million in ticket revenues. Compared to the previous year, there were 1,223 more sessions (+8.3%), with 186.4 thousand more spectators (+8.6%), and an additional €5.8 million in ticket revenues (+33.8%).

Figure 8

POP/ROCK AND THEATRE TICKET REVENUES, 2020-2024



Source: Statistics Portugal, Live Shows Performance Survey.

PERFORMING ARTS IN 2024 ACCOUNTED FOR ALMOST 30% OF MUNICIPALITIES' TOTAL EXPENDITURES IN THE CULTURAL AND CREATIVE ACTIVITIES

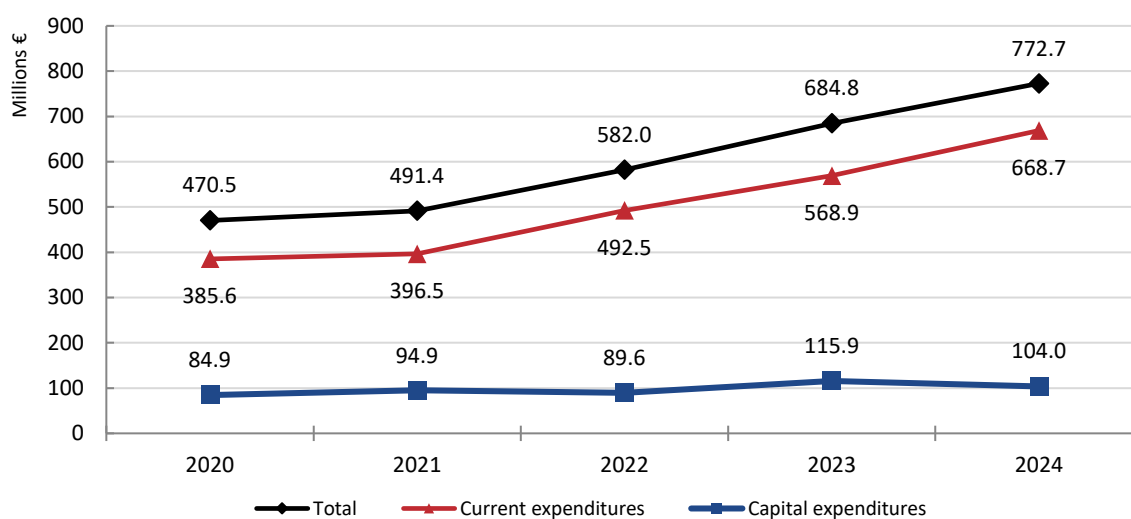
In 2024, Local Governments' expenditures on cultural and creative activities amounted €772.7 million, an increase of €87.9 million (+12.8%) compared to the previous year. The share of Local Governments' expenditure in cultural and creative activities represented 6.0% in 2024 (5.7% in 2023).

The increase in expenditure was more pronounced in the following domains: performance arts (more €34.0 million; +17.8%), interdisciplinary activities (more €21.5 million; +11.7%), libraries and archives (more €8.5 million; +9.5%), and architecture (more €8.0 million; 63.2%).

Performing arts absorbed €224.9 million (29.1% of the total), with the expenses in music performances (33.2%), in construction and maintenance of performance venues (22.5%), in multidisciplinary activities (17.8%), and in theatre (11.4%) standing out.

Figure 9

LOCAL GOVERNMENTS' EXPENDITURES IN CULTURAL AND CREATIVE ACTIVITIES, BY TYPE OF EXPENDITURE, 2020-2024



Source: Statistics Portugal, Local Government Expenditure in Cultural and Creative Activities and Sports Activities Survey.

To the interdisciplinary activities were assigned €204.7 million (26.5% of the total), of which 54.9% to support cultural and creative entities and 20.2% for general administration.

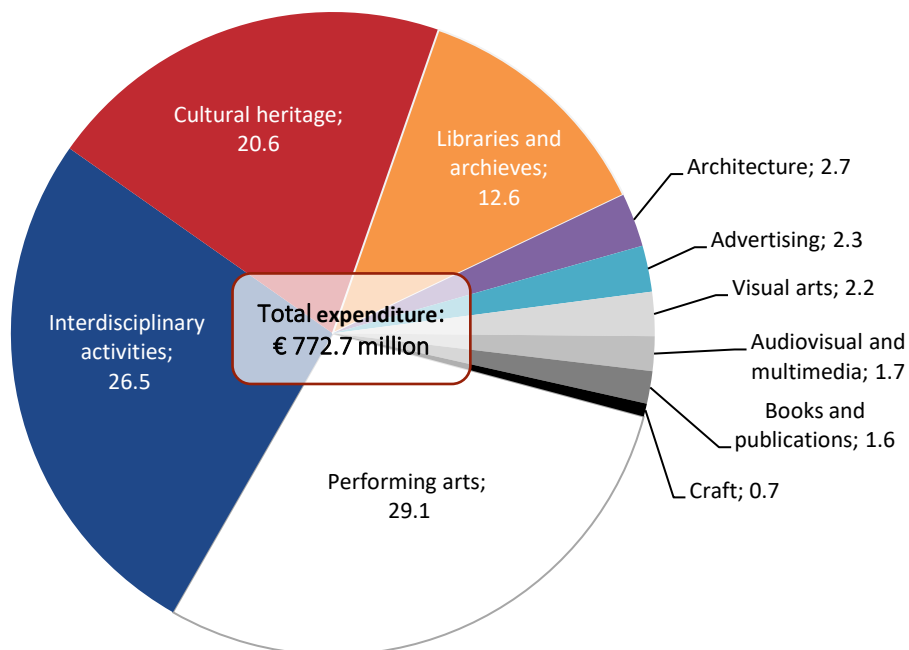
Of the €158.9 million allocated to cultural heritage (20.6% of the total), 54.2% financed the museums expenses, and 21.3% was allocated to monuments, historical centres, and protected sites.



PRESS RELEASE

Figure 10

LOCAL GOVERNMENT EXPENDITURES IN CULTURAL AND CREATIVE ACTIVITIES, BY DOMAINS (%), 2024



Source: Statistics Portugal, Local Government Expenditure in Cultural and Creative Activities and Sports Activities Survey.

TECHNICAL NOTE

The statistical information released results from a set of statistical operations conducted by Statistics Portugal (Labour Force Survey^a, Consumer Price Index, Survey on Information and Communication Technologies Usage in Private Households by Individuals, Museums Survey^b, Survey on Art Galleries and Other Temporary Exhibition Spaces, Periodical Publications Survey, Live Performances Survey^c, and the Survey on the Financing of Cultural, Creative and Sports Activities by Municipalities).

Information is also released on enterprises, originated in integrated business accounts and the statistics on “Gross monthly earnings per employee” are the result of the calculations and analysis performed by Statistics Portugal on the information from the Monthly Statement of Earnings (Declaração Mensal de Remunerações) from Social Security (DMR/SS), following a protocol celebrated between Statistics Portugal and the Instituto de Informática, I.P., and the Contributory Relation (Relação Contributiva) of Caixa Geral de Aposentações (RC/CGA). Data on international trade refer to cultural goods, classified according to the Combined Nomenclature referred to cultural goods classified according to domains and subdomains defined in the Guide to Eurostat Culture Statistics (2018 edition).

Survey on Information and Communication Technologies Usage in Private Households by Individuals is an annual survey based on a representative sample of household residents in Portugal with at least one individual aged 16 to 74 years old.

The classifications of cultural and creative activities, domains and sub-domains, goods and services, and cultural occupations are in accordance with the Eurostat definitions in the ESSNet Culture – Final Report Project (September 2012) and the Guide to Eurostat culture statistics (2018 edition).

In addition, information is released from sources such as the ANACOM - National Regulatory Authority for Communications, the National Library of Portugal, the Directorate-General of Cultural Heritage, the Directorate-General for Education and Science Statistics, the General Inspection of Cultural Activities, and the Cinema and Audio-visual Institute, I.P.

Notes

a) Cultural employment is calculated considering 3-digit codes of the Cultural and creative activities from NACE Rev.2 and the 4-digit codes of cultural professions from ISCO/2010.

b) The entities considered in the computation of information on museums observe the following five criteria adopted:

Criterion 1: museums having at least one exhibition room;

Criterion 2: museums that are open to the public (on a permanent or seasonal basis);

Criterion 3: museums having at least one curator or specialist (including managers);

Criterion 4: museums with a budget (at least knowledge of total expenditure);

Criterion 5: museums with an inventory (at least a summary inventory).

c) The modalities included are theatre, opera, classical, baroque, ancient, classical, folk and traditional Portuguese music, fado, jazz/blues, pop/rock, choir recitals, classical and modern dance, folklore, circus, mixed / varieties, multidisciplinary, and other modalities (street animation, humour, magic illusionism, poetry recital, tunas, and dancing). The statistical operation (Live performances survey) from the reference year of 2018 also included the observation of bullfighting shows whose results are disclosed on the Statistics Portugal website.

Detailed methodological information is available at: www.ine.pt, option Products, [Metadata system](#).

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