IMAX Slashes to $20 Million Global Weekend for "Demon Slayer: Infinity Castle" as Anime Phenomenon Expands to North America

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IMAX Delivers $13 Million North American Opening — 19% of Domestic Debut — as the Company Sets New Record for Local Language Box Office in 2025

NEW YORK--(BUSINESS WIRE)--Sep. 15, 2025-- IMAX Corporation (NYSE: IMAX) today announced that "Demon Slayer: Kimetsu No Yaiba Infinity Castle" continued its impressive global rollout with a $20 million weekend worldwide — led by a stunning $13 million opening in North America, representing 19% of the film's Domestic box office. The strong result marked the biggest IMAX domestic opening ever for a local language release and pushed IMAX to a record $316 million in local language box office for 2025 — far surpassing the previous record of $243 million set in 2023.

Following its rollout in Japan and across Asian markets, "Demon Slayer: Infinity Castle" expanded this weekend to more than 600 IMAX screens across North America, Latin America, Europe, India, Australia, New Zealand and the Middle East. The film has earned $58.5 million in IMAX across more than 70 markets worldwide to date and is the highest grossing Japanese release of all time in IMAX.

"'Demon Slayer: Infinity Castle' further demonstrates that local language is the strongest emerging growth driver of the global box office, and IMAX — as the only global platform for cinema — is uniquely positioned to capitalize on this trend," said Rich Gelfond, CEO of IMAX. "Anime has built a passionate global following across cultures, and this thriving genre is part of why IMAX has already delivered its biggest year ever for local language box office just nine months into 2025."

Since its initial release in Japan on July 18, "Demon Slayer: Infinity Castle" has become the highest-grossing IMAX local language film ever released outside China. Internationally, the anime blockbuster brought in an additional $7 million over the weekend, delivering the biggest IMAX opening weekend ever in Spain, Turkey, Nigeria, Mexico, Chile and Colombia.

With "Demon Slayer: Infinity Castle" and "Ne Zha 2" leading the charge, local language releases account for 35% of the company's total box office year-to-date. "Demon Slayer: Infinity Castle" will continue to play in markets across the IMAX global network through next week.

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX systems to connect with audiences in extraordinary ways, making IMAX's network among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of June 30, 2025, there were 1,821 IMAX systems (1,750 commercial multiplexes, 11 commercial destinations, 60 institutional) operating in 89 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970".

 For more information, visit www.imax.com. You may also connect with IMAX on Instagram (www.instagram.com/imax), Facebook (www.facebook.com/imax), LinkedIn (www.linkedin.com/company/imax), X (www.twitter.com/imax), and YouTube (www.youtube.com/imaxmovies).

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