



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS REVIEW
Deadline

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Cannes Market Posts Record Attendance Against Complex Geopolitical Backdrop

In a release put out on the eve of its opening on May 13, [Cannes](#) Marché du Film has unveiled record attendance against a complex geopolitical backdrop.

It said 40,000 professionals were expected overall at the festival with 16,000 participants from 140 countries registered to attend, which is slightly up from 2025.

The U.S., France and the UK will be the top three countries in terms of attendance, while Europe continues to lead as the most represented region.

Asia is also out in force. This has been driven notably by Japan — this year's Country of Honour — which has recorded a nearly 50% increase in attendance, to become the fifth most represented country at this year's film market.

The market said attendance from Sub-Saharan Africa was also gaining traction, with Benin taking a stand for the first time this year, while Latin America is also strongly represented, notably through activities organized in collaboration with Ventana Sur.

“The Marché du Film is first and foremost a place of action, structured around three essential pillars: the global marketplace for film sales, a platform where projects are created and financed, and a hub for sharing knowledge and expertise where the industry collectively shapes its future,” says Executive Director Guillaume Esmiol.*

Breaking down the numbers, the market added that the registered attendees include 1,700 buyers and 600 exhibiting companies, while there were 1,500 festival and market screenings, 250 industry events and 100 conference sessions across the event running from May 13 to 20.

Source : <https://deadline.com/2026/05/cannes-market-record-attendance-us-uk-france-asia-1236898925/>