

Sports Participation - UK - October 2019

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“The sports participation market is struggling to expand its player pool but has new potential to grow through a shift in policy and promotional focus from activity for fitness to activity for health.”

– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- **Fighting frailty the goal for the old**
- **Mind matters more for the young**
- **Video gaming helps sport level up**
- **More sports set to join the lobby**

While the sports participation market continues to struggle to expand its overall player pool, it has an opportunity to begin moving the dial again through the new emphasis being placed on activity for health – as opposed to activity for fitness – by public policy and the promotional strategies of a growing number of governing bodies.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Opportunity opening around older play
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