

August 2023

Leisure Outlook - UK

“The summer season offers exciting opportunities for leisure operators. The school holidays, coupled with the popularity of weather dependent activities during this period, leads to increased participation levels across a range of outdoor activities. Theme parks, visitor attractions and music festivals remain popular leisure activities amongst all age groups during ...

Leisure Centres and Swimming Pools - UK

“A focus on public health and individual wellbeing can help leisure centres and swimming pools unlock much-needed investment and tap into growing consumer interest in self-care.”

Health and Fitness Clubs - UK

“Despite the ongoing cost of living crisis and increases to the price of gym memberships, consumers continue to prioritise services that benefit their health and wellbeing. However, in order to sustain growth, operators need to cater to less affluent and older consumers – both of which offer huge opportunities for ...

June 2023

Competitive Socialising - UK

“Generation Zs are now more likely to participate in a social entertainment game than they are to go to the pub for drinks. Gen Zs are growing up more sober-curious than past generations, and as such, are constantly seeking new and varied activities that provide a sense of adrenaline, but ...

Music Concerts and Festivals - UK

“As the post-pandemic bounce-back continues, music fans are more hyper-engaged than ever with major events via expanding streaming services and social media. However, pressure on smaller-scale grassroots concerts and independent festivals is likely to continue, intensified by greater prioritisation among many who are feeling the cost-of-living pinch.”

- John Worthington ...

Gambling Trends - UK

“A combination of digital technologies, social experiences, a leaner estate and new regulatory freedoms is offering retail gambling a brighter future than it had in prospect pre-pandemic.”

- David Walmsley, Senior Leisure Analyst

Key issues covered in this Report

May 2023

Technology and Sport - UK

Leisure Outlook - UK

“Professional-grade data analysis tools used in top level sports will filter through to consumers keen to adopt a more granular approach to tracking and analysing performance. Additionally, technology will continue to boost the spectator experience, creating a hybrid way to watch by providing people with more data and interactive, personalised ...

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

Major Sporting Events - UK

“Major international events are becoming important drivers of the commercial development of women’s sport, attracting growing audiences and earning parity with their male counterparts in how consumers view them, watch them and spend around them.”

April 2023

Exercise Trends - UK

“The relative affluence of the exercise market’s core participation base is insulating it against the worst of the cost-of-living crisis but the activity of less well-off groups has not yet recovered from the COVID-19 pandemic and is now threatened again by rising costs and falling public facility provision.”

March 2023

Bingo - UK

“The bingo market looks vulnerable to the cost-of-living crisis, with only one in five players determined to maintain current habits if they needed to cut their leisure spending. The retail segment is more vulnerable than the remote, but both will need to focus on value offers and player acquisition to ...

Leisure Outlook - UK

“Some 51% of consumers perceive high quality food/drink to be important when visiting a leisure venue. The growing popularity of competitive socialising venues, which tend to offer exciting menus that are appealing to large groups, has put more pressure on other operators to modernise and become multi-purpose”.

– Jennie ...

February 2023

Hobbies and Interests - UK

“The opportunity for brands is to promote home-based hobby activities as an affordable alternative to an expensive night out or family day out, with the added benefit of providing a therapeutic escape valve in worrying times.”

January 2023

Lotteries - UK

“The popularity of big-jackpot opportunities is the sector’s best hope of limiting the impact of the cost-of-living crisis until the next National Lottery licence gives its new operator more scope to innovate through digital technology especially.”

Upcoming Reports

Leisure Trends - UK - 2023

Esports - UK - 2023

Pub Visiting - UK - 2023

Sports Participation - UK - 2023

Cycling - UK - 2023

Leisure Outlook - UK - Autumn 2023

Spectator Sports - UK - 2023