

May 2022

Sport and The Media - UK

“Sport remains one of the most important segments of the media market but needs to encourage younger fans to broaden their interest beyond football and boxing and find new ways of monetising the wider engagement of older followers.”

Leisure Outlook - UK

“18-24s are now as likely to take part in competitive socialising activities as they are to go to the pub for drinks, highlighting their desire for new and varied activities that provide a sense of adrenaline but don’t necessarily involve consuming alcohol”.

– **Paul Davies, Category Director – Leisure, Travel ...**

April 2022

Exercise Trends - UK

“While gyms and other paid exercise venues are seeing a rapid return of customers following the lifting of COVID-19 restrictions, the looming cost-of-living crisis threatens to push people back to the cheaper in-home and outdoor activity they became accustomed to during lockdowns.”

– **David Walmsley, Senior Leisure Analyst, April ...**

Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Cycling - UK

“Rising petrol prices, and the possibility of a protracted oil crisis as a result of the conflict in Ukraine, could help to ‘nudge’ more people from car travel towards cycling. The impact of these events, along with UK net-zero carbon targets, is likely to strengthen the long-term case for energy ...

Casinos - UK

“Land-based casinos have begun to bounce back from the COVID-19 crisis as restrictions have been lifted, while online operators are retaining much of the business they gained during lockdowns. Forthcoming regulatory reform could benefit venues and damage remote revenues but both segments face a more immediate danger from a cost-of-living ...

February 2022

Leisure Outlook - UK

“The first signs of how inflation will impact the foodservice market are beginning to show. Takeaways remain a popular option with consumers’ substituting evenings out with evenings in, meanwhile those heading out for a meal are favouring full-service restaurants that justify the expense by offering something extra special”.

Hobbies and Interests - UK

“The pandemic has raised the importance of hobbies in people’s lives, and seen many adults take up brand new interests, revisit old pastimes and rediscover a sense of childhood play. Hands-on physical activities offer digital downtime and provide a therapeutic pressure valve in a stressed society.”

– John Worthington ...

January 2022

Lotteries - UK

“Lottery play has remained resilient throughout the pandemic and can grow into the medium term through new opportunities for innovation in game formats, distribution channels and non-cash prize structures.”

Upcoming Reports

Cinemas - UK - 2022

Visitor Attractions - UK - 2022

Leisure Outlook - UK - Autumn 2022

Women's Health - UK - 2022

Esports - UK - 2022

Health and Fitness Clubs - UK - 2022

Leisure Centres and Swimming Pools - UK - 2022

Gambling Trends - UK - 2022

Consumers and the Economic Outlook Q2 - UK - 2022

Leisure Trends - UK - 2022

Consumers and the Economic Outlook Q4 - UK - 2022

Spectator Sports - UK - 2022

E-mobility: Electric Bikes and Scooters - UK - 2022

Sports Participation - UK - 2022

Consumers and the Economic Outlook Q3 - UK - 2022

Leisure Outlook - UK - 2022

Music Concerts and Festivals - UK - 2022

Technology in Leisure - UK - 2022