

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

The Leisure Outlook - UK

"Displaying comprehensive online details of food and drink menus, and even daily specials and current guest ales, could be a deciding factor in securing a customer visit."

– **Chris Wisson, Senior Drinks Analyst**

November 2015

Cinemas - UK

"Looking ahead, the film slates for 2016 and 2017 are promising but may struggle to match the stellar performance of 2015. Mintel expects slight growth in the market, mainly by virtue of average yield increases with admissions set to remain flat or maybe even show a slight decline during this ...

Online Gaming and Betting - UK

"Technology trends and the evolution of player preferences towards instant-outcome opportunities point to a future in which online gaming and betting becomes a faster-paced, product-focused and much more personal experience."

– **David Walmsley, Senior Leisure Analyst**

October 2015

Leisure Review - UK

"Apps are continuing to be a major focus of innovation because they offer the dual benefit of improving the customer's experience and also providing operators with rich data about their customers' behaviour and spending patterns"

Spectator Sports - UK

"Sport spectators are ready to share personal data as well as selfies from the stadium, but venues and brands need to catch up with fans' creative mindsets as much as with their technology requirements to take full advantage of the trend."

– **David Walmsley, Senior Leisure Analyst**

September 2015

Leisure Habits of Baby Boomers - UK

Leisure Centres and Swimming Pools - UK

"Baby Boomers are a diverse group thanks to the wider choices they had in lifestyle growing up compared with previous generations. Younger Boomers are often at the height of their career, while the oldest are beyond retirement which means financially they are a complex group; some struggling to keep up ...

"Public leisure centres and swimming pools have outperformed the sports participation market as a whole in sustaining the gains made around the London 2012 Olympics but now face a future in which deepening funding cuts will place huge pressure on budgets and push local authorities to adopt a more commercial ...

Spa, Salon and In-Store Treatments - UK

"The beauty treatment markets enjoyed strong growth in recent years, boosted by new destinations and growing interest; however sales were impacted by cheaper pop-up locations and at-home devices in 2014. Encouraging an older demographic to visit spas and salons with a health positioning, as well as tempting clients with high-tech ...

August 2015

Music Concerts and Festivals - UK

"The UK live music industry has continued to grow during the past five years, despite the tough prevailing economic environment. Despite steadily rising prices, consumers have demonstrated that they are still prepared to pay 'top dollar' to see the most popular acts, while festivals continue to draw the crowds, although ...

Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

Leisure Habits of Millennials - UK

Millennials have grown up in a digital world and one of their defining characteristics is their enthusiasm for technology and spending time online. However, they are also constantly on the lookout for new experiences, which can be as simple as trying a new type of food or going to a ...

July 2015

Sports Betting - UK

The sports betting market in the UK is reaching a tipping point beyond which it becomes digital first and football-led: betting on sport is now more common online than in shops and is rapidly approaching equivalent value also, while the national game relentlessly closes in on the traditional staple of ...

Health and Fitness Clubs - UK

Nearly four fifths of UK adults have at least one health or fitness goal, yet only 12% currently use a gym. However, the indications for the private health and fitness club sector remain promising, with the continued rise of budget gyms helping to break down the barriers associated with more ...

June 2015

Bicycle Accessories - UK

“There is potential to take wearable technology to the next level, with the development of smartwear. In some sectors this is already a reality – a good example being eyewear. However, there is also scope to develop smart clothing and smart helmets.”

– **Michael Oliver, Senior Leisure & Media ...**

Gambling Review - UK

“Integrating mobile devices into the venue experience can create a more social environment and attract a new generation of gamblers.”

– **David Walmsley, Senior Leisure Analyst**

May 2015

Social Networking - UK

“Privacy has become one of central debates surrounding social/media networks as users increasingly question the ways in which their data is being obtained and used. There is a need for the major networks to increase their transparency regarding their use of data, and ensure that opt-out options are clear ...

Pub Visiting - UK

“More one-off promotions, for example, linking into seasonal produce, and enabling consumers to redeem the offer on smartphones rather than with paper vouchers could help to boost usage of promotions.”

– **Chris Wisson, Senior Drinks Analyst**

Consumers and the Economic Outlook: Quarterly Update - UK

“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

Betting Shops - UK

“Betting shops need to address some significant gaps in their customers’ sporting knowledge as a pre-requisite for the revival of horseracing.”

– **David Walmsley, Senior Leisure Analyst**

March 2015

Bicycles - UK

Casinos and Bingo - UK

“With the increase in average spend on bikes and growing demand at the premium end of the market, there is potential for a different approach to obtaining the use of a top-end bicycle. Additionally, while industry sourcing strategies are well-established, there is an opportunity for a more agile supply chain ...

“Bingo clubs can look to make their venues more versatile and take the game on the road to refresh their player base and increase visibility to younger potential customers.”

– **David Walmsley, Senior Leisure Analyst**

February 2015

In-home and Individual Fitness - UK

“Wearable technologies remain an early-adopter purchase but an expansion of functionality to health metrics as well as fitness ones is broadening their appeal to women and older people.”

– **David Walmsley, Senior Leisure Analyst**

Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

January 2015

Online Dating - UK

“The abuse that is directed principally towards women on online dating websites and apps, along with issues of safety, has received increased publicity over the last few years. Dating sites/apps need to explore more ways to combat these issues to avoid them causing significant damage to the industry.”