

September 2018

Leisure Centres and Swimming Pools - UK

“The public leisure centre and swimming pool industry may have to experience a short-term downfall to make a long-term gain. Investments are required to ensure the whole estate is up to the standard that consumers expect. It is important that operators stay relevant and provide users, many of whom are ...

Sports Participation - UK

“With participation rates effectively static, growing the player base is now a common challenge for all sports. Breaking down barriers to play, however, will require an individual rather than collective approach as their strength and nature vary significantly from activity to activity.”

– David Walmsley, Senior Leisure Analyst

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

Sports Betting - UK

“The 2018 FIFA World Cup will have accelerated growth in sports betting market value but is likely to have been less successful in growing the player pool or promoting new technologies.”

- David Walmsley, Senior Leisure Analyst

The Leisure Outlook - Quarterly Update - UK

“Consumers are reprioritising their leisure spending towards sharing experiences and habitual leisure activities, including frequent visits to pubs for drinks, working out in a gym and buying takeaways. Meanwhile, England’s success in the FIFA World Cup combined with the recent heatwave has helped boost the UK leisure economy.”

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Music Concerts and Festivals - UK

“The UK music concert and festivals market continues to grow in value, fuelled by more events, higher ticket prices and a rise in the number of music tourists from overseas. The industry can’t rely on international visitors to keep the market afloat. If music fans begin to cut-back or Brexit ...

Video Games and Consoles - UK

“Volume sales of video games are consistently declining despite the rising popularity of gaming and increased frequency of play. This reflects the extent of competitive online play, with gamers seeking to improve their performance and focus on fewer titles. Consequently, revenue streams are shifting towards online subscriptions, in-game payments for ...

July 2018

Health and Fitness Clubs - UK

“Operators need to embrace technology but remember that this is no substitute for personal interaction. Personal trainers and gym staff are a brand’s strongest asset. Affordability of personal training can be addressed, while using online channels to build rapport with customers can help overcome barriers to interaction.”

– Helen ...