

January 2022

Cinemas - UK

“Cinemas have experienced both highs and lows during 2021, with the phenomenal success of blockbusters masking more muted performance across the year, as audiences remain tentative about returning regularly. Omicron’s impact is likely to further temper audiences’ enthusiasm for returning, meaning safety measures will continue to be important. Similarly, cinemas ...

Leisure Outlook - UK

“Pent-up demand for leisure activities in the summer has fallen, and yet participation remains stronger than a year ago. Efforts to boost domestic tourism will increase visits to museums while operators have the opportunity to ramp up participation in physical spaces by capitalising on consumers’ keen appetite for competitive socialising ...

December 2021

Leisure Review - UK

“A successful COVID-19 vaccination programme has enabled the release of pent-up demand for social leisure in the second half of 2021, despite some consumers remaining cautious about infection risks.

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

November 2021

Spectator Sports - UK

“Major events have played a key role in maintaining the profile of live sport during the COVID-19 crisis and will be just as important to the market’s recovery if stadium hesitancy slows the return of pre-pandemic attendances to properties outside football.”

– David Walmsley, Senior Leisure Analyst

Pub Visiting - UK

“The pub sector has been among the biggest casualties of the COVID-19 pandemic, with pubs forced to close during the three national lockdowns in 2020 and 2021 and operating under restrictions when allowed to open for the remainder of 2020 and long stretches of 2021, when consumers’ reticence about being ...

October 2021

Visitor Attractions - UK

“The pandemic is likely to leave a permanent legacy for attractions. There is strong consumer support for retaining some of the COVID safety measures, for capping visitor numbers and for mandatory pre-booking. Most people expect outdoor attractions to remain more popular than indoor.”

Sports Participation - UK

“Sports participation will benefit from a COVID legacy of heightened interest in physical and mental health but the future of many facilities will be threatened by capital investment shortages and a shift in consumer preference towards home-based activity.”

– David Walmsley, Senior Leisure Analyst

September 2021

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

Health and Fitness Clubs - UK

“While the private health and fitness market will benefit from pent up demand from gym goers, the preference for online and outdoor fitness remain strong, so fitness operators will be expected to offer hybrid memberships that include access to these facilities and services. Gyms should also look to develop and ...

August 2021

Leisure Outlook - UK

“Consumer participation in leisure activities is at the highest level measured since the start of the pandemic, however things are far from back to normal as many people remain hesitant about visiting venues or attending events. Despite this, there is good reason for optimism as consumers who feel ready to ...

Leisure Centres and Swimming Pools - UK

“The COVID-19 pandemic has pushed the leisure centre and swimming pool investment crisis to the point at which a significant reduction in provision is now inevitable and has strengthened the market’s imperative to pivot towards a broader health promotion remit.”

July 2021

Attitudes towards Music and Cultural Events in a COVID-19 Era - UK

“Venues will benefit from pent-up demand from event-goers. However, livestreamed productions will remain a valuable and convenient post-pandemic asset, providing a way to engage with hardcore fans who want greater access to their favourite artists/shows. Moving forward, operators can revolutionise the consumption of cultural events. They can respond to ...

June 2021

Gambling Review - UK

Consumers and the Economic Outlook - UK

“The COVID-19 pandemic has hammered high street gambling businesses but overall losses have been limited by consumers’ search for stay-home entertainment keeping the online segment in growth. However, trading performance between lockdowns and the loyalty of venue customers point to a rapid retail revival as the economy opens up.”

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

May 2021

Leisure Outlook - UK

“Due to pent-up consumer demand, restaurants and pubs are the top contenders to thrive in the wake of the pandemic. Consumers who remain in a healthy financial position are most likely to intend to visit these venues over coming months, meaning operators have an opportunity to premiumise food and drink ...

COVID-19 and Out-of-home Leisure: A Year On - UK

“With leisure activities having been “out of bounds” for so long there is significant pent-up demand for socialising in venues again. Younger consumers, who represent the core audience for most segments, are more keen and are willing to return sooner rather than later. The pace of the market’s recovery, though ...

April 2021

In vs Out-of-home Leisure - UK

“The out-of-home leisure market has the potential to rebound strongly in 2021, with the vaccination programme driving consumer confidence to return to indoor settings. There is set to be a release of pent-up demand, with a celebratory feel, as consumers make up for lost time and missed social occasions. Meanwhile ...

Football - UK

“Interest in football has remained strong throughout a COVID-19 crisis that has cost clubs approaching £2bn in lost revenue, but the pace of the game’s recovery is likely to be slowed by a softening media rights market and any prolonged post-pandemic recession.”

March 2021

Casinos - UK

“Land-based casinos have taken a huge hit during the COVID-19 pandemic but are well placed to recover quickly, particularly if a review of gambling regulation creates new opportunities for the development of electronic gaming. Online casinos have seen an uptick in participation while people have stayed at home but could ...

Cycling - UK

“Cycling has been one of the clear ‘winners’ during the upheaval of the past 12 months. The perfect set of circumstances for bike sales which the pandemic created is likely to be a one-off ‘black swan’ event. However, there is now a solid platform for sustained growth, provided the industry ...

Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

February 2021

Hobbies and Interests - UK

“Brits have embraced hobbies, interests and pastimes in their millions during the pandemic, seeking solace, escape, and relief from anxiety or boredom. Many have found creative freedom in the midst of lockdown restrictions, and some have even begun to nurture dreams of making a living from their passion. Hobbies have ...

Lotteries - UK

“The lotteries market entered the COVID crisis on the back of a year of record revenues and is set to emerge from it in robust shape as its retail segment has proved strongly resilient, digital participation has reached new heights and regulatory change creates new opportunities for innovation in game ...

January 2021

Leisure Outlook - UK

“The closure of pubs and restaurants across large parts of the UK prior to Christmas resulted in a record number of people regularly ordering takeaway food over the festive period. The momentum gained by the takeaway sector will continue beyond the peak of the pandemic, but pubs and restaurants that ...

January 1970

Exercise Trends - UK

“Moving forward, fitness operators will need to adhere to consumers’ demand for a more holistic approach to fitness, for instance by incorporating reward schemes to their digital offerings and tailoring their products to include diet plans. In order to appeal to consumers’

Cinemas - UK

“2020 has been a fallow year for cinemas, with enforced closures of venues and delayed blockbuster content seeing attendances down by three quarters compared to 2019. Streaming video services have benefitted from debuting content as studios bypass cinematic releases completely. The early part of 2021 will continue to be challenging ...



Leisure - UK

changing fitness priorities, brands must maximise use of
...