

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

“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.”

Consumers and the Economic Outlook - UK

“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

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



Leisure - UK

demand, with a celebratory feel, as consumers make up for lost time and missed social occasions. Meanwhile ...

to be slowed by a softening media rights market and any prolonged post-pandemic recession.”

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